EXCLUSIVE! NASSER TELLS WHY HE'S ANTI-AMERICAN

LOOK

15¢ JUNE 25, 1957

LAWRENCE WELK

Nobody likes him but the public

Over 17 feet of elegant power . . . the Fairlane 500 Town Victoria!

Take an extra week's vacation on what you save

What! Save money on a car that's longer than any other low-priced car? Lower than all medium-priced cars? With greater overall width than many medium-priced cars? Save money on a car that's built for keeps like *no* other car and proved it, averaging over 108 m.p.h. for 50,000 miles during 20 gruelling days and nights on the Bonneville salt flats? Save money on a car that . . . *The answer is "yes!"* For Ford is the fine car at *half* the fine-car price. Fact is, at Ford's low prices you can actually own *two* fine cars for the price of one!

P. S. Ford savings only *start* when you buy. Wait 'til you discover the *saving ways* of Ford's Thunderbird V-8's or Mileage Maker Six . . . Plus Ford's traditional high resale value!

It costs less to go first in the new kind of

FORD

But how long will it last?

Years from now, passers-by will note their initials in the birch tree's bark. And it looks as if this love affair would last even longer. Young as they are, both Pat and Andy have learned that unpleasant breath is a barrier to romance. When they whisper "sweet nothings," you may be sure they'll *stay* sweet, thanks to the security that gargling with Listerine Antiseptic brings.

The most common cause of bad breath is germs . . .
Listerine kills germs by millions

Listerine stops halitosis (bad breath) *so* effectively. The most common cause of bad breath *by far* is germs that ferment the protein always present in the mouth. The more you reduce these germs, the longer your breath stays sweeter. Listerine Antiseptic kills germs instantly . . . by millions.

Tooth paste can't kill germs the way Listerine does

Tooth paste can't kill germs the way Listerine does, because no tooth paste is antiseptic. Listerine IS antiseptic. That's why Listerine stops bad breath four times better than tooth paste. Gargle Listerine full-strength, morning and night.

LISTERINE
. . . the most widely used antiseptic in the world

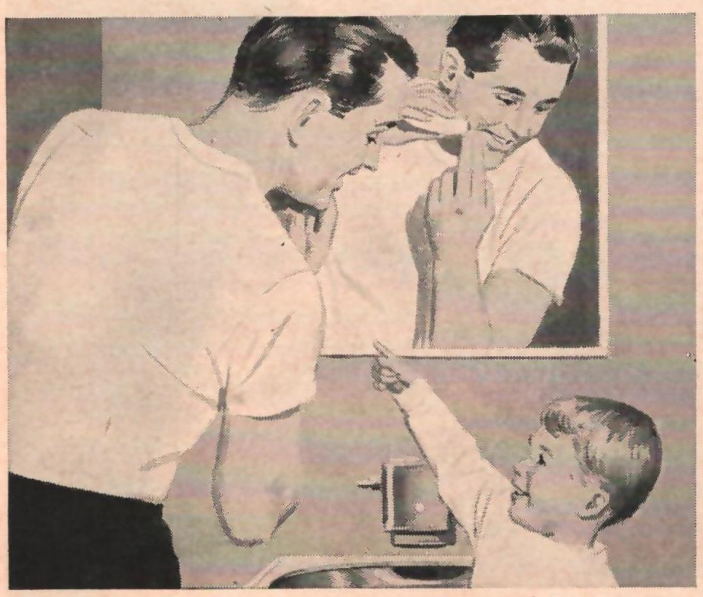
LISTERINE ANTISEPTIC . . . . . stops bad breath 4 times better than tooth paste

"We asked for a PULLMAN ticket... and got all these Travel Extras!"

"Really restful sleep! One overnight trip, and our family fell in love with those king-size Pullman beds! What a convenience to have your sleeping quarters right with you when you travel! The miles melt away while you sleep, and you arrive rested and ready to make the most of every precious minute!"

• • • •

"Comfort, safety, peace of mind! How perfectly wonderful when a whole family can travel together in a completely private 'living room.' The children never tire of watching the scenery, while we grownups enjoy our favorite reading, relaxation, or just plain loafing! Time passes as swiftly and pleasantly as the miles. It's the perfect way for any family to travel!"



"Family privacy! Frankly, I had never realized that all Pullman room accommodations have private toilet facilities for your own exclusive use. The family 'toothbrush brigade' can go right into action anytime. Individually-controlled heat and air-conditioning . . . and dozens of convenient extra services!"

"The best of good food! We never like to take chances on food with our children. When you travel by Pullman, you enjoy your own choice of good wholesome meals, freshly cooked, graciously served, whenever you wish. It's just one more of the priceless *travel extras* that you get when you ask for a Pullman ticket!"

Your local Ticket Agent will help you these five ways:

1. *Assist you in planning stop-overs and side trips.* **2.** *Provide information on routes, schedules, Pullman accommodations and fares.* **3.** *Make your Pullman reservations, going and returning.* **4.** *Furnish you rail and Pullman tickets.* **5.** *He will even have a convenient "rent-a-car" reserved and waiting for you at your destination, if desired.*

YOU'RE SAFE AND SURE WHEN YOU TRAVEL BY

Pullman

. . . the travel service of comfort, privacy and sleep!

© 1957, THE PULLMAN COMPANY

any three of these Best-Sellers and Deluxe Books for only $1

UP TO $22.95 VALUE IN PUBLISHERS' EDITIONS!

when you join the Dollar Book Club and agree to take as few as 6 best-selling novels out of the 24 offered within a year!

FULL-SIZE VOLUMES! MANY ILLUSTRATED! REGULAR HARD COVERS!

HERE'S the biggest bonus-value ever offered to new members of the famous Dollar Book Club. Select any 3 books on this page, regardless of their regular prices. You will be sent all three for a total cost of only $1, plus a small shipping charge. Yes, you get up to $22.95 worth of books for only $1! This big introductory bargain is offered as a demonstration of the great book values which you enjoy as a member of the Club.

You Save Up to 75% on New Best-Sellers

(compared with prices of publishers' editions)

Imagine—new best-sellers costing up to $3.95 in publishers' editions come to Club members for only $1 each! The biggest hits by top authors like Frank Yerby, Daphne du Maurier, Thomas B. Costain and many more, have come to members at this low $1 price. Occasionally, extra-value selections are offered at somewhat higher prices. All are full-size, hard-bound books in handsome Club editions.

In addition, the Club frequently offers other very desirable books . . . useful homemaker volumes . . . beautiful de luxe books . . . books of cultural value . . . at special Club prices which save you up to 75%. But you take only the books you want—and you don't have to take one every month. *You may take as few as six $1 books a year!*

Send No Money Now—Just Mail the Coupon

Receive *any 3 books you choose from this page for only $1,* plus a small shipping charge. Two books are your gift for joining, and one is your first selection. Thereafter, you will receive the Club's *Bulletin,* which describes the forthcoming $1 selections and other bargains for members only. Mail the entire coupon below to take advantage of this generous offer!

NO-RISK GUARANTEE:

If not delighted with your introductory Three-Book Package—return all books and membership will be cancelled. Send no money—just mail the entire coupon now.

Doubleday Dollar Book Club, Garden City, New York

SEND NO MONEY—CHOOSE ANY 3 BOOKS AND MAIL ENTIRE COUPON NOW!

☐ **AMY VANDERBILT'S EVERYDAY ETIQUETTE** Sensible modern guide answers your questions about weddings, parties, formal entertaining; dining out; social correspondence; introductions; office etiquette; teenage manners; dress; etc. Pub. ed. $2.50. (90)

☐ **BLUE CAMELLIA — Frances Parkinson Keyes.** Lovely Lavinia Winslow lived in two worlds—as mistress of a Louisiana plantation . . . and as a woman with a secret love affair! Big new hit by one of America's top romantic novelists. Pub. edition $3.95. (79)

☐ **COLUMBIA-VIKING DESK ENCYCLOPEDIA** Two volumes, 1,440 pages, 31,000 articles, 1,250,000 words. Up-to-date, authoritative answers to questions in all fields of knowledge. Illustrated. Set counts as one book. Orig. 1-vol. edition $7.95. (61)

☐ **ENCYCLOPEDIA OF MODERN AMERICAN HUMOR—Ed. by Bennett Cerf.** 700 pages of the best humorous literature of recent times! Funny anecdotes, verse, stories, jokes, lovingly compiled by the noted connoisseur of chuckles! Pub. ed. $3.95. (122)

☐ **FAVORITE STORIES OLD AND NEW.** Exciting treasury of children's best reading in one big 512-page book. 121 delightful fairy tales, Bible stories, myths and fables, make-believe, animal stories. Pub. ed. $3.95. (13)

☐ **HAMMOND-DOUBLEDAY WORLD ATLAS.** Big 9⅜" by 12¼" volume covers U. S., Canada, all foreign countries. 90 maps, 32 full-page, full-color! 154 photographs plus 94 pages of facts on the world's peoples, customs, religions, resources, government, etc. Book Club edition $3.50. (63)

☐ **IMPERIAL WOMAN—Pearl S. Buck's** newest best-seller. The colorful tale of Tzu Hsi, the amazing concubine who used her wits and seductive beauty to become Empress of China! Romance and intrigue in history's most exciting setting. Pub. ed. $4.95. (97)

☐ **MARJORIE MORNINGSTAR—Herman Wouk** tops *The Caine Mutiny* with this new hit. Story of a "nice girl" who dreams of her name in lights—and mixes that dream with a blazing love affair. Pub. ed. $4.95. (83)

☐ **NATURE'S WONDERS IN FULL COLOR.** Big new 7" by 10" book. Thrill to nature's most fascinating sights in 462 amazing close-up photos of animal life, undersea creatures, birds, insects, trees, flowers, etc. with informative stories. Pub. ed. $7.50. (65)

☐ **THE OUTLINE OF HISTORY—H. G. Wells.** Two-volume edition, 1,024 fascinating pages. The whole dramatic story of mankind from earliest times to our own years. 200 maps, pictures. Orig. one-volume ed. $5. (62)

☐ **SECRET OF HAPPINESS and PEACE WITH GOD—Billy Graham.** Two great best-sellers by world-famed inspirational leader. Set counts as one book. Pub. ed. $4.50. (206)

☐ **THE STORY OF AMERICA IN PICTURES.** 480 pages, nearly 500 pictures with text, spread the whole history of our country before your eyes, from its beginning up to President Eisenhower. Orig. pub. ed. $7.50. (91)

☐ **SWORD AND SCALPEL—Frank G. Slaughter.** The thrilling story of a young army medic on trial for treason in Korea and the lovely girl who risked everything to stand by him. Packed with suspense. Pub. ed. $3.75. (126)

☐ **THORNDIKE-BARNHART CONCISE DICTIONARY.** New, up-to-date! 70,000 entries, 544 pages, 600 illustrations. Pronunciation guide; sections on letter writing, grammar, punctuation; hundreds of new words including scientific terms; etc. (71)

☐ **THE USA IN COLOR** — Editors of *Holiday* take you on a fabulous coast-to-coast picture tour of America's scenic wonders and vacation-lands in nearly 200 full-color photos—many two pages wide! Gorgeous 8" by 10¼" book. Pub. edition $7.50. (14)

Doubleday Dollar Book Club
Dept. 7-LK
Garden City, New York

Please enroll me as a Dollar Book Club member. Send me at once as my gift books and first selection the 3 books checked at the left and bill me ONLY $1 FOR ALL 3, plus a small shipping charge.

Also send me my first issue of *The Bulletin,* telling me about the new forthcoming one-dollar bargain book selections and other bargains for members only.

I may notify you in advance if I do not wish the following month's selections. I do not have to accept a book every month—only six a year. I pay nothing except $1 for each selection I accept (plus a small shipping charge) unless I choose an extra-value selection.

NO-RISK GUARANTEE: *If not delighted, return all books within 7 days, and membership will be cancelled.*

Mr.
Mrs......
Miss Please Print

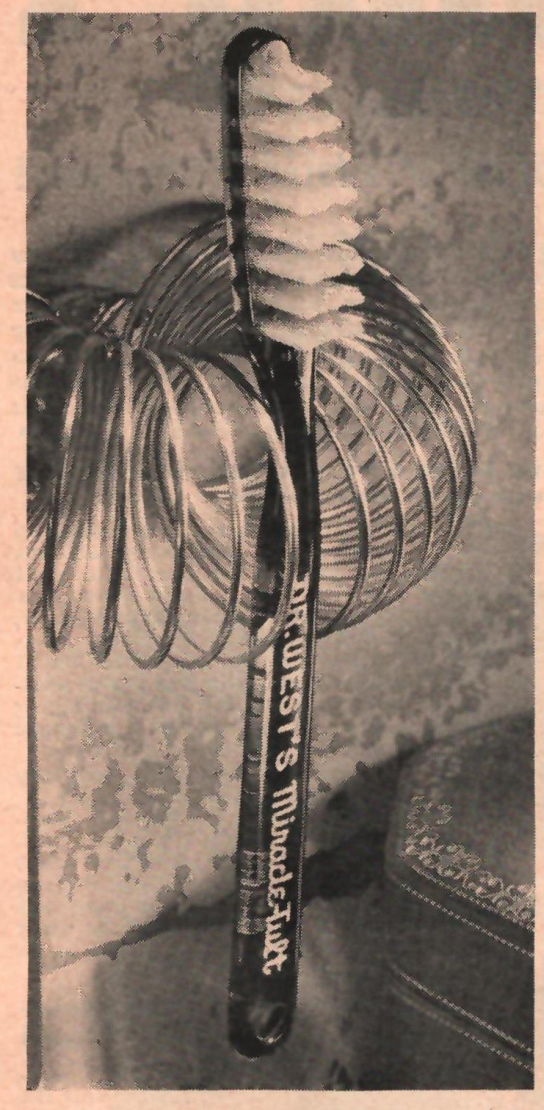
Address.....

City & Zone..... **State**.....

TO RESIDENTS OF CANADA: Selection price $1.10 plus shipping. Address Doubleday Book Club, 105 Bond Street, Toronto 2. Offer good in U.S.A. and Canada only.

Bob Hope's

TOOTHBRUSH



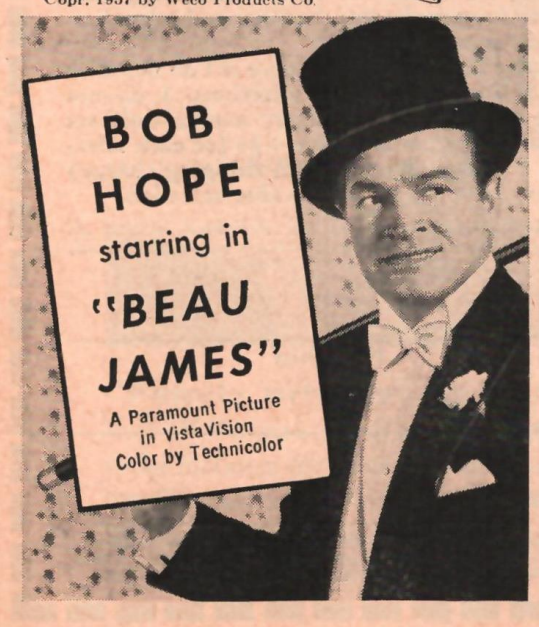
It's no laughing matter!

Inside Bob Hope's dressing room, a new kind of toothbrush. It's the Dr. West's Germ-Fighter that fights back against germs. Bob takes no chances with his toothbrush, and neither should you. Get a new Dr. West's Germ-Fighter—the *only* toothbrush that inhibits or destroys germs that lodge on it and hold to it (whether they are picked up while brushing or while the brush hangs in your bathroom). Anti-bacterial up to 4 months, it's the safest toothbrush!

THE ALL NEW **DR. WEST'S** GERM-FIGHTER TOOTHBRUSH

69¢

Copr. 1957 by Weco Products Co.



LOOK

INCORPORATING COLLIER'S

America's Family Magazine

REG. U. S. PAT. OFF.

Contents for June 25, 1957 · Vol. 21, No. 13

THE NATIONAL SCENE

The Big Tacoma Cleanup. *By Ben Kocivar* 67
A Turncoat Comes Home. *By Laura Bergquist* 125

THE WORLD

Nasser Talks 35
The Comrades Lied to Me. *By Gabor Horvath* 59
Dachshund Dogtown 77
Is This Franco's Tomb? 107

HUMAN RELATIONS

Norman Vincent Peale Answers Your Questions 72
A New World for Chucky 144
Between a Boy and His Dad 169

ART

The Story Behind the Painting. 15: Leonardo 166

SPORTS

Milwaukee and Her Braves: An Angry Team, a Mad Town 40
The Big New Battle in the Big Ten. *By Jack Star* 147

SCIENCE

How Strong Are Insects? 52

ENTERTAINMENT

Natalie Wood: Teen-Age Tiger 96
Lawrence Welk: Nobody Likes Him Except the Public. *By Bill Davidson* 115
The Storm Over Belafonte 138

HUMOR

Chivalry—or Else 102
Opportunist 161
Look on the Light Side 164

FASHIONS, FOOD, HOME LIVING

The Well-Prepared Vacation 80
How to Plan a Picnic That Is a Pleasure 81
Portable Pleasure Domes 84
New Look in Lightweight Luggage 86
Clothes That Travel Well 91

OTHER DEPARTMENTS

Letters to the Editor 14
Look Applauds 23
For Women Only 94
Photoquiz 162
What They Are Saying 28

Cover Photograph: Lawrence Welk by Earl Theisen

GARDNER COWLES, *Editor*
DANIEL D. MICH, *Editorial Director*

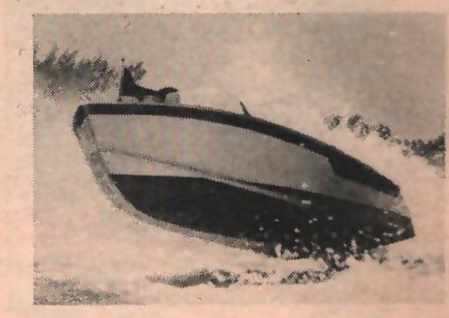
WILLIAM B. ARTHUR, *Managing Editor* DAVID BOTTER, *Assistant Managing Editor*
ALLEN HURLBURT, *Art Director* BEN WICKERSHAM, *Picture Editor*
WILLIAM ATTWOOD, *National Affairs Editor* LEO ROSTEN, *Special Editorial Adviser*
FLEUR COWLES, *Foreign Correspondent*

Senior Copy Editor: HUBERT PRYOR • **Department Editors:** DAVID ALDRICH, ROLAND H. BERG, LAURA BERGQUIST, CHANDLER BROSSARD, PATRICIA CARBINE, TIM COHANE, MARGERY DARRELL, GEORGE EELLS, JACK HAMILTON, BEN KOCIVAR, FRANK B. LATHAM, I. R. MCVAY, ROBERT MESKILL, THOMAS B. MORGAN, CHESTER MORRISON, JOSEPH MORSCHAUSER, J. ROBERT MOSKIN, KATHARINE RIGGS O'HARE, PETER VAN SLINGERLAND, GEREON ZIMMERMANN, DAVID ZINGG • GEORGE KOETHER, *Automotive and Transportation Editor* • GURNEY WILLIAMS, *Humor Editor* • **Special Departments:** PATRICIA COFFIN, *Editor;* BETTY KLARNET, *Assistant Editor;* JANE TROXELL STARK, *Fashion Editor;* SUSANNE KIRTLAND, DOROTHY MORROW, *Assistant Fashion Editors;* MARILYN KAYTOR, *Food Editor;* WILLETTA BAR-ILLAN, *Assistant Food Editor;* JOHN PETER, *Home Living Editor;* GEORGE O'BRIEN, *Assistant Home Living Editor;* JEAN FAY, *Merchandise Editor;* IRIS BAUER, *Assistant Menswear Editor;* DOUGLAS JENNINGS, *Copy Chief* • **Photographers:** ARTHUR ROTHSTEIN, *Technical Director;* FRANK BAUMAN, CHARLOTTE BROOKS, JAMES HANSEN, PHILLIP HARRINGTON, DOUG JONES, BOB LERNER, BOB SANDBERG, MAURICE TERRELL, EARL THEISEN, JOHN VACHON, BOB VOSE; SEYMOUR SOLOW, *Photo Lab Supervisor;* WILLIAM MORAVEK, *Assistant Photo Lab Supervisor* • **Art Department:** CHARLES CRANDALL, VERNE NOLL, *Assistant Art Directors;* WILLIAM TOWNSEND, *Manager;* JACK BOYDSTON, *Assistant Manager;* WILLIAM ROSIVACH, *Traffic Manager;* JOAN AZZOLINA, ELINOR BECKWITH, ADOLPH EDLER, AL EWERS, E. DENTON MORRIS, EMILIO PACCIONE, PAUL PACK, PHILIP SYKES, JOSEPH TARALLO • **West Coast:** PETE DAILEY, *Editorial Manager;* STANLEY GORDON, *Hollywood Editor;* DAN C. FOWLER; GEORGE B. LEONARD, JR., *San Francisco* • **Washington:** RICHARD WILSON, FLETCHER KNEBEL, JACK WILSON • **Chicago:** JACK STAR • **Europe:** EDWARD M. KORRY (PARIS) • **Moscow:** EDMUND STEVENS • **Picture Research:** BETTY LEAVITT, *Director* • **Editorial Research:** WILLIAM J. BURKE, *Director;* ELIZABETH HOUSTON, *Assistant Director;* PHYLLIS BERNSTEIN, ERNEST DUNBAR, SELMA GORDON, KATHERINE HARTLEY, MARY FRANCES JOYCE, HARVEY KUDLER, ROBINETTE NIXON, ROBERT WOOL, MARY B. YLVISAKER.

MARVIN C. WHATMORE, *General Manager* VERNON C. MYERS, *Publisher*

In the Next Issue . . .

These warm days, boats are busting out all over, and that is the title of a colorful and useful pic-



ture story in our next issue on the new craze for pleasure craft—what kinds there are, how much they cost, how to use them. The story includes an account of a cruise by members of the Outboard Club of Jacksonville, Fla.

We'll also bring you a new look at the inimitable and inextinguishable Groucho Marx, the story of those happy good Samaritans, the Shriners, and a complete Nero Wolfe mystery.

picture credits

35—Rene Burri, Magnum. 37—(1) Youssef, Black Star; (2) Michael A. Vaccaro. 39—Pix, Inc. 40-42 — Marvin Newman. 45 — (1) Bob Sandberg; (2, 3) Marvin Newman. 46, 47—(1-3) Marvin Newman; (4) Bob Sandberg; (5-9) Phil Harrington. 48, 50—Marvin Newman. 52, 54—Ross E. Hutchins. 59—Bob Lerner. 60, 62—Gabor Horvath. 67-70—Maurice Terrell. 72, 73—Earl Theisen. 77—Gronefeld. Black Star. 80-83—Derujinsky. 84-92—Michael A. Vaccaro. 94—(1) Bob Dierks; (4, 5) Michael A. Vaccaro. 96, 98—Maurice Terrell. 100—(1, 4) Maurice Terrell; (3) INP. 107-110—Louis Dalmas. 115-117—Earl Theisen. 125—(2) Doug Jones. 126—(2) UP; (3) Phil Harrington. 127 — Phil Harrington. 128-132 — Doug Jones. 138—John Vachon. 142—(1) John Vachon; (2) Jerry Dantzic. 144, 145—Leonard Nadel. 148 — (1) Bob Tamaska, Dayton Daily News; (2-4) Wide World. 162, 163—C. P. Cushing. 169-174—James Hansen. 176—(1) James Hansen; (2) Bob Moskin.

Address all Editorial Mail to
488 Madison Ave., N. Y. 22, N. Y.

Address all Subscription Mail to
LOOK Building, Des Moines 4, Iowa

Change of Address—Send both addresses to LOOK, Des Moines 4, Iowa, 5 weeks before moving day. Subscriptions: One year, U. S. and Possessions and Canada $3.50. Pan-American countries and Spain $5.00, Philippines and other foreign countries $7.00.

Manuscripts or art submitted to LOOK should be accompanied by addressed envelopes and return postage. Publisher assumes no responsibility for return of unsolicited manuscripts or art.

Copyright under International Copyright Convention. All rights reserved under Pan-American Convention. Copyright © 1957 by Cowles Magazines, Inc. Cover and entire content protected by copyright throughout the world and must not be reproduced in whole or in part without prior written permission. Title LOOK registered U. S. Patent Office. Brazil, Canada, Denmark, France, Great Britain, Italy, Mexico, Norway, Sweden. Title COLLIER'S registered U. S. Patent Office. Printed in U. S. A.

LOOK is published every-other-Tuesday by Cowles Magazines, Inc., at 715 Locust Street, Des Moines 4, Iowa, U. S. A. Second-class mail privileges authorized at Des Moines, Iowa. Authorized as second-class matter by Post Office Department, Ottawa, Canada.

I Was Ashamed To Always Be So Tired!

I ALWAYS felt simply "run down." People were thinking of me as a "spoil-sport." I didn't know why until my doctor put me wise. He told me that I acted like a man much older than myself . . . and explained *why* I felt "tired" . . . *why* my youthful vigor was slipping away . . . *why* my wife and family were beginning to think of me as a worn-out man.

He told me how a vitamin-mineral deficiency in my diet could bring on these symptoms—rob me of the joys of living . . . and suggested that I supplement my diet with pep-building vitamins and minerals. Thousands of others had found new energy, new youth, new happiness by adding these essential factors to their diet.

Well, I put off doing anything about my condition — until one day I read the Vitasafe ad in a magazine, offering a 30-day FREE supply of high-potency Vitasafe C.F. Capsules! I figured *I had nothing to lose*, so I mailed the coupon. When my free supply arrived, I began taking one Capsule a day. In a short time, I began to feel like a new man! My pep and vigor came back. I continued with the wonderful Vitasafe Plan — and I felt stronger — younger — more energetic!

Today, no one thinks of me as a "worn-out old man." I've got pep and energy to burn, and I have fun like a fellow half my age! *And you may too!* Why don't you take advantage of this sensational free offer to see for yourself whether you too can again feel peppy and full of life! Accept this *no risk offer* as I did.

FREE 30 DAYS SUPPLY HIGH-POTENCY CAPSULES

LIPOTROPIC FACTORS, MINERALS and VITAMINS

You pay only 25¢ to help cover postage and shipping to anywhere in the U. S. A.

Safe Nutritional Formula Containing 25 Proven Ingredients: Choline, Inositol, Methionine, 11 Vitamins (Including Blood-Building B-12 and Folic Acid) Plus 11 Minerals

To prove to you the remarkable advantages of the Vitasafe Plan . . . we will send you, without charge, a 30-day free supply of high-potency VITASAFE C.F. CAPSULES so you can discover for yourself how much healthier, happier and peppier you may feel after a few days' trial! Just one of these capsules each day supplies your body with over *twice* the minimum adult daily requirements of Vitamins A, C and D . . . *five times* the minimum adult daily requirement of Vitamin B-1 and the *full concentration* recommended by the National Research Council for the other four important vitamins! Each capsule contains the amazing Vitamin B-12 — one of the most remarkably potent nutrients science has yet discovered — a vitamin that actually helps strengthen your blood and nourish your body organs.

POTENCY AND PURITY GUARANTEED

There is no mystery to vitamin potency. As you probably know, the U.S. Government strictly controls each vitamin manufacturer and requires the exact quantity of each vitamin and mineral to be clearly stated on the label. This means that the purity of each ingredient, and the sanitary conditions of manufacture are carefully controlled for your protection! And it means that when you use VITASAFE C.F. CAPSULES you can be sure you're getting exactly what the label states . . . and that you're getting *pure* ingredients whose beneficial effects have been proven time and time again!

WHY WE WANT YOU TO TRY A 30-DAY SUPPLY — FREE!

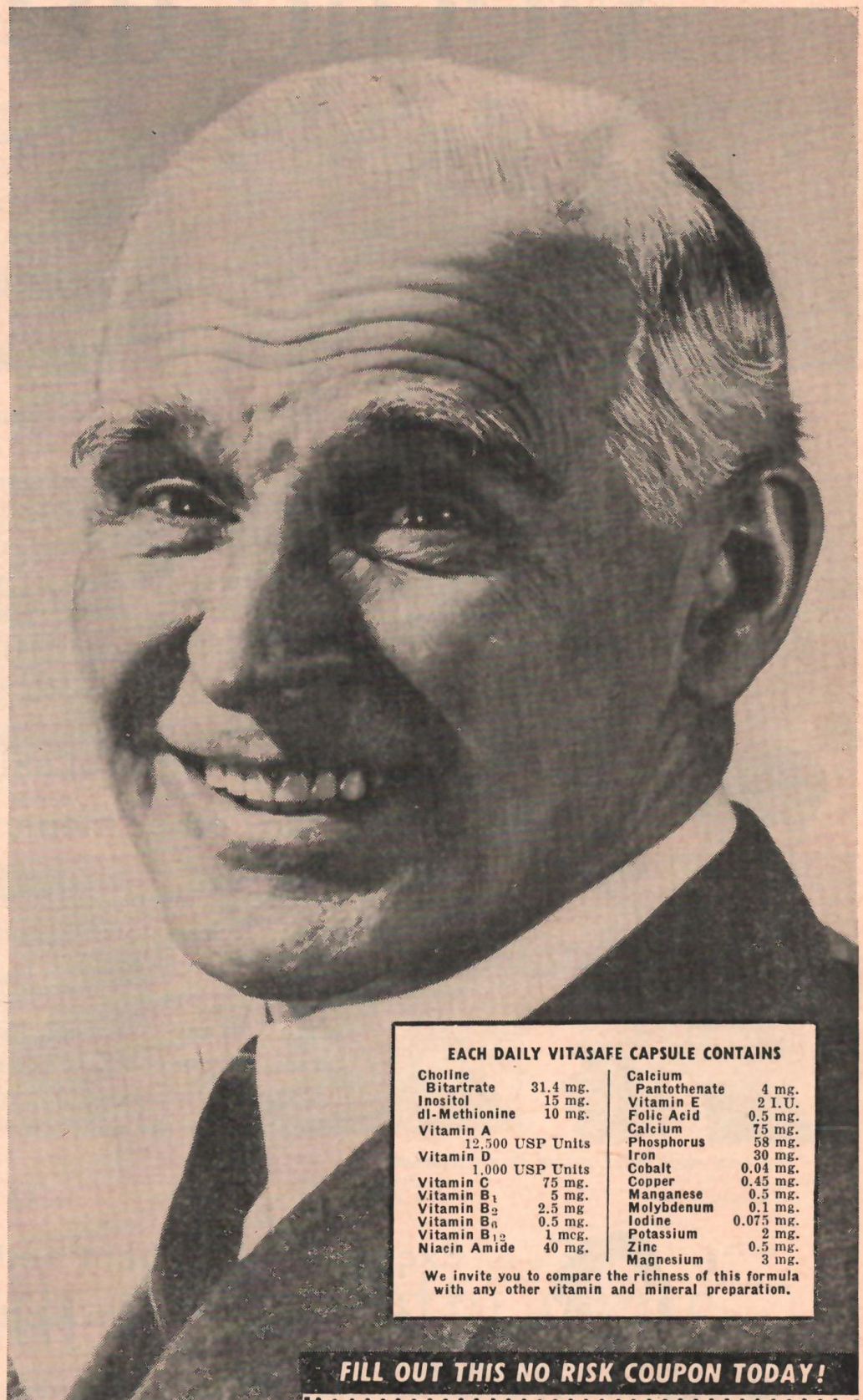
We offer you this 30-day free trial of valuable VITASAFE C.F. CAPSULES for just one reason. So many persons have already tried them with such astounding results . . . so many people have written in telling us how much better they felt after only a short trial . . . that we are absolutely convinced that you, too, may experience the same feeling of health and well-being after a similar trial. In fact, we're so convinced that we're willing to back up our convictions with our own money. *You* don't spend a penny for the vitamins! All the cost and all the risk are *ours*. A month's supply of similar vitamin capsules would ordinarily cost $5.00 retail.

AMAZING NEW PLAN SLASHES VITAMIN PRICES ALMOST IN HALF

With your free vitamins you will also receive complete details regarding the benefits of this amazing new Plan that provides you regularly with all the vitamins and minerals you will need. This Plan actually enables you to receive a 30-day supply of vitamins every month regularly, safely and factory-fresh for exactly $2.78 — or 45% lower than the usual retail price. BUT YOU DO NOT HAVE TO DECIDE NOW — you are under no obligation to buy anything from us whatsoever. To get your free 30-day supply and a guaranteed opportunity of regular worthwhile savings on your vitamin purchases, be sure to send us the coupon today—the supply is limited.

HOW THE VITASAFE PLAN OPERATES TO SAVE YOU MONEY

When you receive your free 30-day supply of vitamins, you are under no obligation to buy *anything*. With your vitamins you will also receive a handy postcard. If after taking your free Vitasafe capsules for three weeks you are not satisfied in every way, simply return the postcard and that will end the matter. Otherwise, it's up to us—you don't have to do a thing—and we will see that you get your monthly supplies of vitamins *on time* for as long as you wish, at the low, money-saving price of only $2.78 per month.



EACH DAILY VITASAFE CAPSULE CONTAINS

Choline Bitartrate	31.4 mg.	Calcium Pantothenate	4 mg.
Inositol	15 mg.	Vitamin E	2 I.U.
dl-Methionine	10 mg.	Folic Acid	0.5 mg.
Vitamin A	12,500 USP Units	Calcium	75 mg.
Vitamin D	1,000 USP Units	Phosphorus	58 mg.
Vitamin C	75 mg.	Iron	30 mg.
Vitamin B_1	5 mg.	Cobalt	0.04 mg.
Vitamin B_2	2.5 mg	Copper	0.45 mg.
Vitamin B_6	0.5 mg.	Manganese	0.5 mg.
Vitamin B_{12}	1 mcg.	Molybdenum	0.1 mg.
Niacin Amide	40 mg.	Iodine	0.075 mg.
		Potassium	2 mg.
		Zinc	0.5 mg.
		Magnesium	3 mg.

We invite you to compare the richness of this formula with any other vitamin and mineral preparation.

© 1957 VITASAFE CORP
43 West 61st St., New York 23, N. Y.

FILL OUT THIS NO RISK COUPON TODAY!

VITASAFE CORP. 176A-3
43 West 61st St., New York 23, N. Y.

Please send me free a 30-day supply of the proven VITASAFE CF (Comprehensive Formula) Capsules, under your money-saving plan. I am not under any obligation to buy additional vitamins, and after trying my free sample supply, I may accept the monthly benefits and substantial savings offered by the VITASAFE Plan, or if not fully satisfied will reject them simply by returning the postcard provided with my free supply. In any case, the trial month's supply of 30 VITASAFE Capsules is mine to use free.

I ENCLOSE 25¢ (coins or stamps) to help pay for packing and postage.

Name.....

Address.....

City.....Zone.....State.....

This offer is limited to those who have never before taken advantage of this generous trial. Only one trial supply per family.

IMPORTANT SKIN DISCOVERY FROM JOHNSON & JOHNSON

The first truly effective Medicated Powder

FOR BABY...AND ALL THE FAMILY

For diaper rash, chafing, urine scald

Only powder that clears up and prevents even "problem" diaper rash

New, exclusive Johnson's formula stops not only *ordinary diaper rash* caused by wet-diaper friction—but sore, difficult *ammonia dermatitis*.

Clears up rashes completely—prevents their return. Ends ammonia diaper odor, too. No other powder can give your baby this sure, soothing protection.

For heat rash, bites, minor skin irritations

Stops more kinds of skin irritations than any other medicated powder

The special formula contains two antiseptics...clears up really *stubborn* rashes as well as simple chafing.

And you can feel completely at ease when you use this medicated powder on the baby or children. For it has been hospital-tested, hospital-proved *completely safe* for the most sensitive skin.

For girdle chafe, feet, underarms

Exclusive absorbent action keeps skin cool, dry—in hottest weather

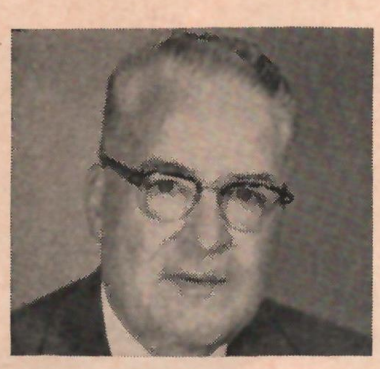
The moment you smooth on Johnson's Medicated Powder, your skin will feel cooler, more comfortable. Its thirsty absorbing agents dry up moisture *fast*.

And it's the pleasantest medicated powder you can use. Silky-soft, never gritty—clings gently—smells fresh and clean. Get a can for your family today!

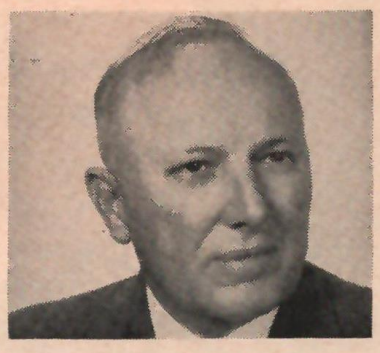
4 ounces, 49¢

NEW Johnson's Medicated Powder

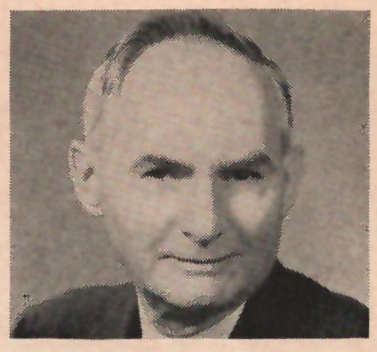
HALF A CENTURY OF SERVICE... Telephone men and women who have been with the business for fifty years



EDWIN A. BIGELOW
Stores Manager
Cleveland, Ohio



CARMEN S. DANIEL
District Manager
Alexandria, La.



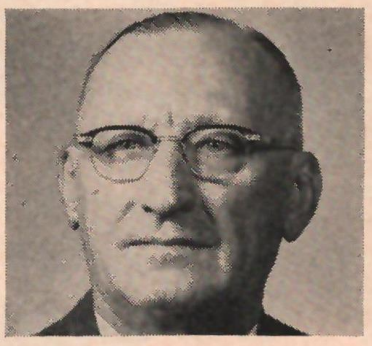
WILLIAM A. DIXON
Assembler
Chicago, Ill.

ALICE V. DREA
Chief Operator
Boston, Mass.

CHARLES P. EDWARDS
Installer-Repairman
Newton, Mass.

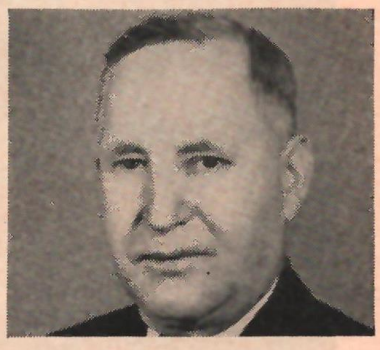
CATHERINE J. FLAHERTY
Disability Visitor
Clifton, N. J.

HAROLD HARKER
Staff Assistant
Philadelphia, Pa.

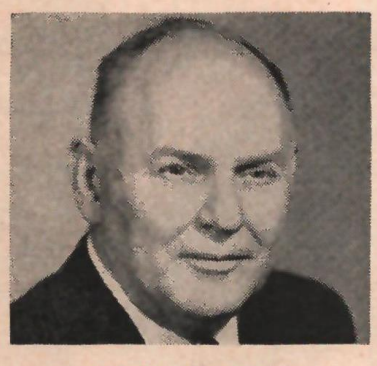


H. W. HERPEL
General Staff Supervisor
Detroit, Mich.

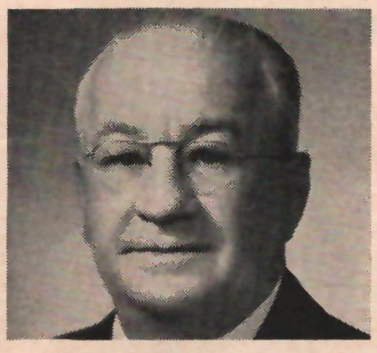
WILLARD T. KINNEY
Supervising Engineer
Denver, Colo.



JOHN S. LEHNING
Public Telephone Manager
Nashville, Tenn.

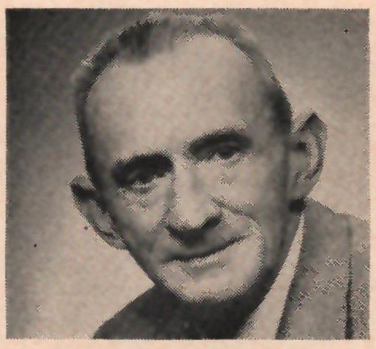


ARTHUR LENNSTRUM
Auditor
Chicago, Ill.

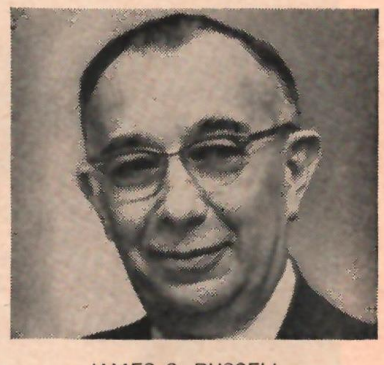


ALBERT L. LOTH
Wire Chief
Richmond, Va.

WILLIAM V. MAHER
PBX Repairman
New Haven, Conn.

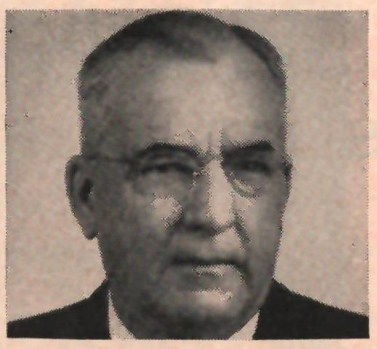


FRANCIS A. MURPHY
Stockman
New Bedford, Mass.



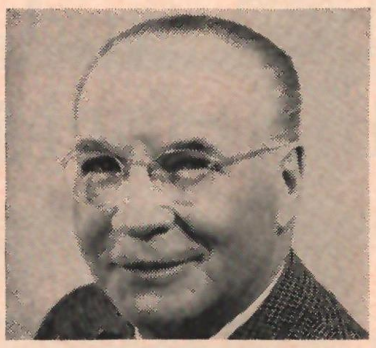
JAMES S. RUSSELL
District Plant Engineer
Salisbury, Md.

MRS. MARY M. RYAN
Supervising Stenographer
Newark, N. J.



EARL V. TURNER
Manager
Sanford, Fla.

MRS. ANNA WINDHAM
Operator
Dallas, Texas



RAYMOND J. WOLF
Supervising Engineer
White Plains, N. Y.

961 years in all

The telephone men and women pictured here have a total of 961 years of service.

They have been with us for fifty years

Telephone men and women have always been one of the greatest assets of the business. Many have been with us a long time and have found it a pleasant place to be.

As many as 291,100 have ten, twenty, thirty, forty and more years of service. Some, as shown above, have served the public and their companies for half a century.

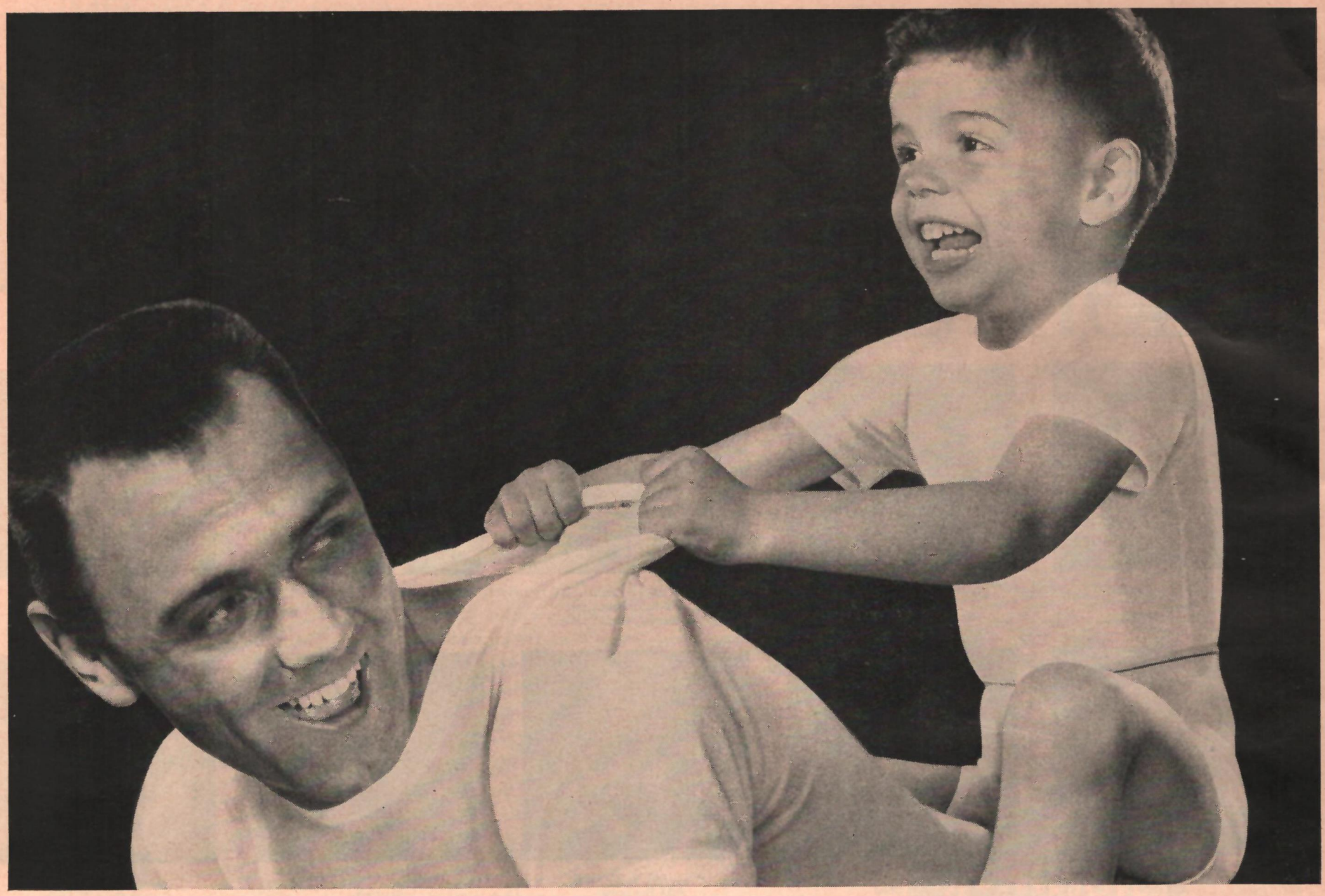
Singly and together they can say . . . "I have been part of a useful enterprise. My work has helped to make it grow."

It is the sum of all this experience—in research, manufacturing and operation—that helps you to have good service today and provides the solid foundation for still greater things to come.

291,100 telephone men and women have ten or more years of service

Up to 10 years service . . .	484,841
10 to 19 years service . . .	152,642
20 to 29 years service . . .	68,022
30 to 39 years service . . .	63,027
40 and more years service . .	7,409

Working together to bring people together . . . **BELL TELEPHONE SYSTEM**



Stretched and yanked a thousand times, this neckband keeps its shape!

Here's a neckband that just can't sag—because it's nylon reinforced. And can't be duplicated outside the Munsingwear T-Shirt family because of the *patented* way we knit that reinforcement!

Men—and boys—look their handsome best in Munsingwear T-Shirts. Reasons: (1) The neckband *stays* flat, trim and good looking for the long life of the garment. (2) Knit of premium combed cotton, Munsingwear T-Shirts fit better. (3) They're cut generously *longer*, so there's no riding up or bunching.

For men of all sizes and boys of all ages, Munsingwear T-Shirts come in several styles (see below). All have nylon-reinforced neckband *and* armbands. All are guaranteed not to shrink out of fit. And laundering's a snap! At better stores. Munsingwear, Inc., Minneapolis 5, Minn. Manufactured and sold in Canada by Stanfield's Ltd.

Underwear—outerwear, there's a **Munsingwear**® *T-Shirt for his every need*

Sports wear or underwear . . . Crew Neck T (#1000) is the all-time favorite. Sizes 34-46. $1.50. Extra large, tall and extra large tall sizes slightly higher. Boys' Jr. $1.00; Prep $1.25.

Wear under sport shirt . . . can't show with open collar. V-Neck T (#1003) is popular with outdoorsmen and vacationers in general. Sizes 34-46. $1.50. Boys' Jr. $1.00; Prep $1.25.

No sleeves to show through! Torso T (#1005). Inspired by the Navy skivvy shirt, Munsingwear *removed* the sleeves sailors used to roll up. Sizes 34-46. $1.50. Boys' Jr. $1.00; Prep $1.25.

For sport shirt wearers . . . V-Neck Torso T (#1006) is the *action* undershirt. And, of course, there's nothing to show through. Sizes 34-46, $1.50. Buy two—for longer wear.

HOW TO MAKE OUR HIGHWAYS SAFER

There are three proven ways to make motoring safer: (1) high-school driver training, (2) strict observance of traffic laws, and (3) proper maintenance of cars. To help you keep you and your car *safe,* there are 38,000 leading service stations in the United States, Canada and Alaska, ready to provide you with top quality, dependable Atlas tires, batteries and accessories.

*REG. U.S. PAT. OFF. COPYRIGHT 1957, ATLAS SUPPLY COMPANY, NEWARK 2, N. J.

America's first truly
effective deodorant soap
is now even better!

NEW GOLDEN DIAL STOPS ODOR

Especially now –

Aren't you glad

(don't you wish

SOAP BETTER THAN EVER!

(milder, too!)

No ordinary soap with "something added" protects you like new Golden Dial!

One look tells you something wonderful has happened to Dial Soap. One bath tells you much more: New Golden Dial stops odor better—better than any other soap you've ever used! For Golden Dial is *not* just another soap with some ingredient added. Dial was *born* to be a deodorant soap! Its Super AT-7 was developed especially for Dial. It's more effective than Dial's original AT-7 . . . twice as effective as any deodorant ingredient in any other deodorant soap!

So, in one bath, new Golden Dial stops odor better than ever! Removes odor-causing bacteria better than if you scrubbed with any *two* ordinary soaps. And Golden Dial keeps fighting odor for days!

You get all this with new cosmetic mildness . . . smart new golden wrapper . . . new, golden hard-milled bar. Obviously, such a fine soap costs more to make—costs more to buy than ordinary soap. But it's worth every cent of it!

you use Dial Soap?

everybody did!)

NOW! TAN TO GOLD WITHOUT PEELING!

Only 'Sun Bath' moisturizes your skin with LANOLITE to prevent that dry, aging, wrinkled look!

No more frying-out, drying-out to "age" or wrinkle your skin! Unlike old fashioned lotions—Revlon's 'Sun Bath' helps preserve skin moisture while it screens out burning rays . . . works to keep your skin soft, smooth and young looking while you tan. Containing Revlon's own precious Lanolite with moisture-preserving humectants—'Sun Bath' actually works with the sun to give you a beauty treatment.

Special Formula For Sun-Sensitive Skin!

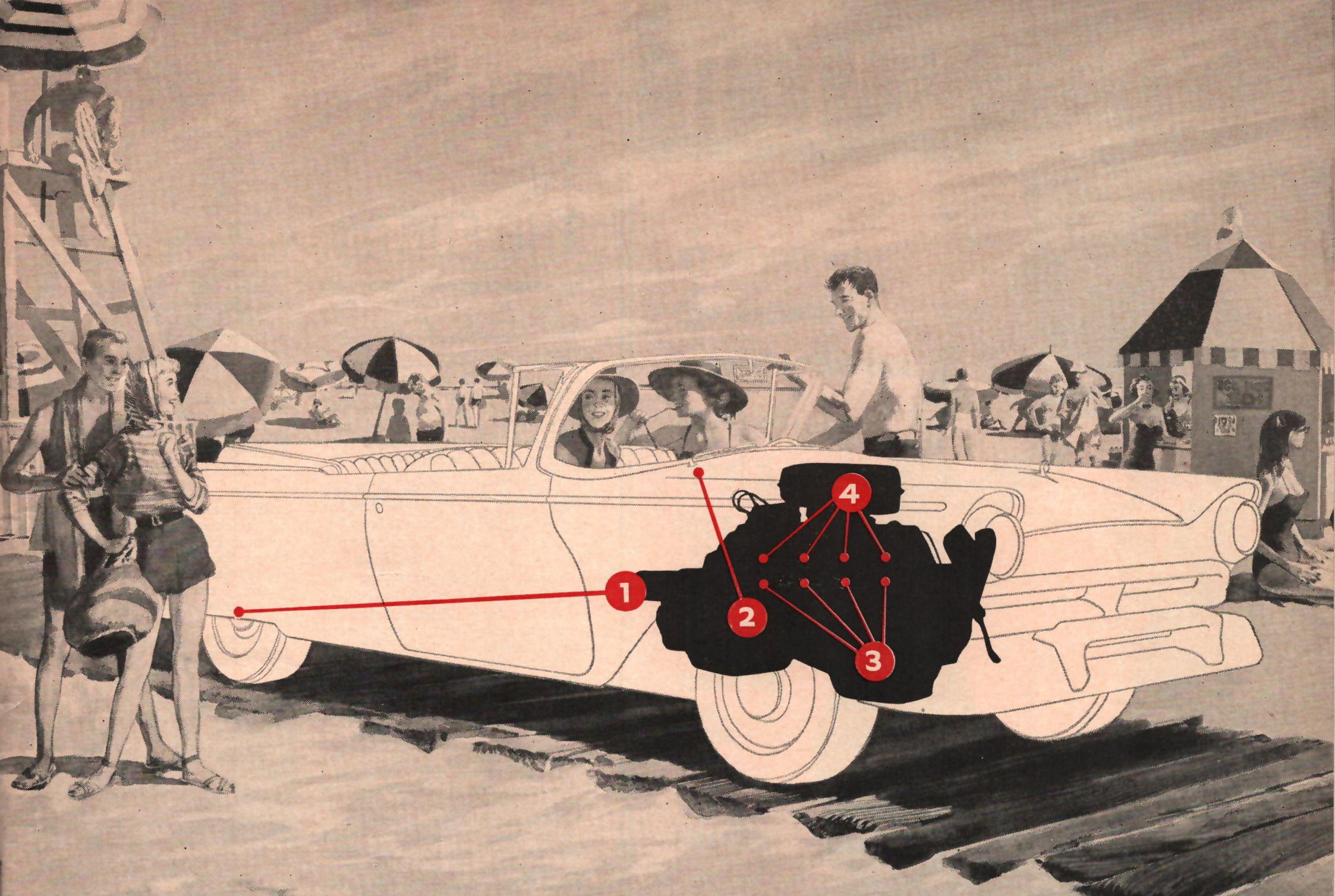
Revlon has developed a special protective formula for persons with fair, sensitive skin that freckles and burns severely. It is called Sun Bath For Sensitive Skin—comes in an aqua bottle that now lets fair skins "sun" all day without burning.

Revlon's

SUN BATH

the Beauty Tan lotion

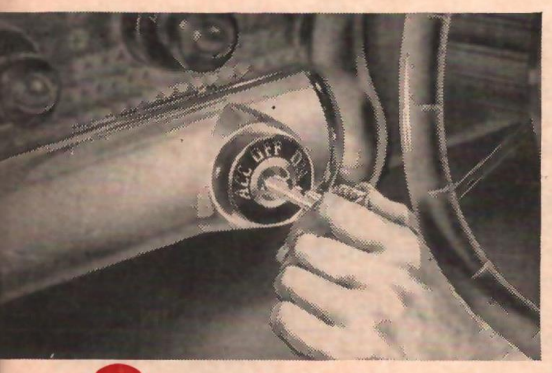
© 1957, REVLON, INC.



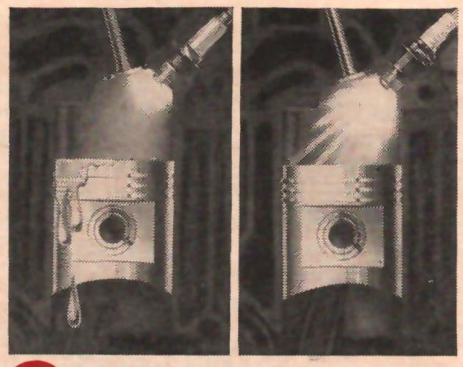
1 **More road horsepower**—Tests by independent engineers prove new Champions give cars of all makes an *immediate* boost in road horsepower—the real power actually delivered at the rear wheels. Most cars gained from 6% to 31%—for better hill climb and safer passing. No wonder 9 out of 10 racing drivers—like Cotton Owens, who won the Grand National at Daytona in a 1957 Pontiac—have insisted on 5-rib Champions!

If you haven't changed your plugs in about 10,000 miles—

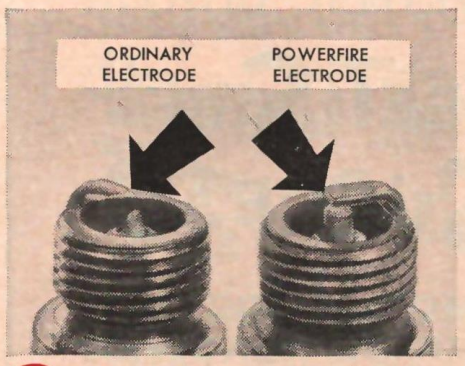
You can make your car 4 ways newer with Champion spark plugs



2 **Quicker starts**—You'll save time and your battery when you put in new 5-rib Champions. Tests with cars whose plugs had gone 10,000 miles or so show Champion spark plugs cut starting time as much as 71%—with an average of 39%!



3 **Less engine wear**—You can save big repair bills. Old, misfiring plugs (left) dilute oil with raw gasoline. New, full-firing Champions (right) burn the gasoline . . . protect the oil from dilution. *When changing oil, always check your spark plugs!*



4 **Lower cost-per-mile**—You get top power and gas economy for life of the plug. As photo above shows, Champion's great new Powerfire electrode stands up better than ordinary types. Whatever car you drive, insist on 5-rib Champions!

LETTERS TO THE EDITOR

The Sinatra Story

Have just finished reading with disgust your article on Frank Sinatra [*Talent, Tantrums and Torment*, LOOK, May 14]. Why doesn't the "Little Dictator" go home and use some of that virile, dynamic personality to raise the family he helped bring into the world?

As far as I am concerned, Frank Sinatra will always be the Number One fan of the Frank Sinatra fan club.

BETTY JANE STANTON
Sarasota, Fla.

. . . Many thanks to Bill Davidson for the first (and very fine) installment of the life story of Frank Sinatra. I'm sure the many Sinatra fans (young and old alike) here in the Pittsburgh area are looking forward to this talented, intriguing, unpredictable man's half-hour-long show soon to be televised.

ELISSA L. LA MARCA
Coraopolis, Pa.

. . . Some time ago I read . . . that Frank Sinatra was suffering from terrific headaches. Having just gotten over a two year siege (of headaches), I decided to write him and suggest he see my doctor. I received a personal note from Mr. Sinatra, thanking me and explaining that he felt better. . . . He added that in appreciation for my thoughtfulness and concern he was sending a gift of toys in my name to a children's hospital in California. This makes him kind of "special" in my book.

MRS. EILEEN J. CEDER
Wantagh, N. Y.

. . . I am unable to separate an entertainer and his private life. When [the private life] doesn't measure up, I am unable to appreciate his talents, no matter how great. Mr. Sinatra's trips through the headlines are always untidy and he, too often, is uncouth and unbearable.

MRS. SHIRLEY SIEGFRIED
No. Tonawanda, N. Y.

. . . The man has ups and downs, he's got troubles, who hasn't? He gets nasty sometimes; don't you? . . . As for me, my own glass house is not so shatterproof as to [permit me to] cast the first stone.

RUTH R. PISARRO
New York, N. Y.

. . . Having one's dreams fulfilled can sometimes be a tragedy. . . . When fortune smiled, [Sinatra] found it difficult to be a dutiful family man. . . . Frankie is suffering from a nagging conscience, and the knowledge that unhappiness is a lonely thing. . . . The misery road is traveled alone. I've been there—and back.

NAME WITHHELD
Port Townsend, Wash.

. . . Ever since Frank Sinatra appeared at the Copacabana, I have been trying to find out what he said about Dorothy Kilgallen. Here, it turns out to be nothing at all. Considering all the cracks columnists make about Frank's looks, his thinness, etc., it seems newspaper people love to dish it out but, oh, how they hate to take it.

BETTY DILLINGER
Philadelphia, Pa.

. . . I am a long-time fan and follower. I have most of his records and have read everything I can get my hands on about him. I consider this treatment excellent. Am looking forward to more of same. Your photo of F.S. on the cover is one of the best I have ever seen.

ARTHUR D. TOLLIVER
Chicago, Ill.

. . . My husband and I both enjoy his singing so very much, it seems a shame that he can't be as happy as his music makes us.

MRS. W. E. OLIVER
Park Forest, Ill.

. . . Sinatra and I were at one time under the care of the same throat specialist in Palm Springs. As I watched him in the waiting room, and heard his conversation with a female companion, I remember a feeling of intense admiration and sympathy shading off into pity. . . . Bill Davidson has captured on a larger scale the feeling I had from watching the man himself. We cannot help but admire Sinatra. We cannot help but pity him for paying the price that people sometimes pay for genius. We cannot help but wish he had better manners. But . . . the guy has talent and he certainly has spunk.

LESLIE HARRIS
Palm Springs, Cal.

. . . Perry Como [*Is He Really Mr. Nice Guy?*, LOOK, April 16] and Frank Sinatra are most interesting parallels. Both are of Italian-Catholic descent, about the same age, both from the East, both successful crooners. Yet there seems to be a world of difference. During times of anxiety, Como says a prayer, while Sinatra runs to a psychiatrist. . . . One seems to be at peace with his family, friends, the world and particularly himself. The other seems to be at odds with everything including himself. I wonder if the knowledge of prayer isn't the key difference between the two men?

O. GREGORY BURNS, JR.
Kansas City, Mo.

Pegler No Coward

The statement [in *Why Sinatra Hates the Press*, LOOK, May 28] that "Peg was inside" is false and a malicious fake intended to charge that I was a skulking coward though "a muscular giant." The attribution of this fake to "a Pegler aide" is a lie and fake, contrived to further the purpose of the charge that I was guilty of cowardly conduct.

I was in my room at the Waldorf-Astoria continuously from about 11 p.m., until rising time the next morning. No person knocked on my door during that time, and your statement that I was inside and the implication that I was afraid to open the door and confront a drunkard who had come to see how "tough" I might be is false, and no "aide" of mine ever made that statement to your reporter.

WESTBROOK PEGLER
New York, N. Y.

[*There was no intention to impute cowardice to Pegler. Bill Davidson obtained his information from a* former *Pegler aide.—Ed.*]

Jet Age

Congratulations on your article [*Airline Pilot's Preview of the Jet Age*, LOOK, May 14]. I believe it is the first time the story of the age of commercial jet transportation, now so close to us, has been told through the eyes of an airline pilot.

TORE H. NILERT
President,
Scandinavian Airlines System, Inc.
New York, N. Y.

. . . Your article on jet transports by Ben Kocivar pinpoints the jet race accurately. Congratulations on a good report.

HALL L. HIBBARD
Senior Vice President
Lockheed Aircraft Corp.
Burbank, Cal.

Pooch Portraits

The *Photoquiz* [LOOK, May 14] was most interesting, and the miniature pinscher looks exactly like our "Cindy." But the ones that threw us were the cocker spaniel and the Skye terrier. I showed the pictures to a friend and we could see no resemblance at all. I would like to see full pictures of these two.

MRS. WILLIAM THOMAS
Oklahoma City, Okla.

[*See below.—Ed.*]

Elizabeth, the Queen

As a visiting English seaman, may I say how very much I appreciated your article on Her Majesty [*Queen Elizabeth: Her Personal Crisis*, LOOK, April 30]. There has been so much uninformed speculation about the private affairs of Her Majesty and Prince Philip that it was a relief to read an appreciation of the duties so ably discharged by these two young people.

C. I. SCOTT
R. F. A. *Wave Duke*
Galveston, Texas

. . . Poor, poor Elizabeth, she has such a sad lot. . . . A handsome husband, who doesn't seem to be a bore, two seemingly healthy children . . . and all those crown jewels. Tell me, Mr. Editor, is she happy and secure?

JACKIE SHAW
Kansas City, Mo.

. . . [Her picture] on the cover is the expressive face of kindness, love and beauty.

ELMO MENETRE
Oklahoma City, Okla.

Correction

. . . In your April 30 issue [*Letters*] you saw fit to quote sentences from my letter [concerning the article *Death Of A Man*, LOOK, March 19]. I had tried to be clear in my thought and kind in my appraisal. However, I have received letters from members of my Catholic faith stating that they thought I had in some way compromised the faith—that they got an impression [from the partial quotes] that could not have been gotten had they read my entire letter.

. . . While you did not misquote me, nor, I am sure, intend to present a position that seemed weak and unstable, still the letter was emasculated and the vigor and force of Christian thought was left out. . . .

THE REV. RUPERT LUTZ, O.F.M.
Midlothian, Ill.

[*In abbreviating Father Lutz's letter for reasons of space,* LOOK *felt the substance of it remained intact; it regrets that some of the members of his faith got a false impression of his reaction to this controversial article. —Ed.*]

Teenage Spokesman

I have just read your article, *Danger: Girls at Work* [LOOK, May 14]. I liked it, but I have one difference of opinion. Most of my friends and I are 14 years old and male but, contrary to your article, we freely admit that we like girls. Are we abnormal, or is it the California oranges the boys at Van Nuys eat that account for their shyness?

JON PIERCE
Largo, Fla.

END

Address letters to Editor of LOOK, 488 Madison Ave., New York 22, N. Y. No anonymous letters will be considered for publication.

please send LOOK *by mail*

Send to _____

Street _____

City _____ Zone ____ State _____

☐ 2 years..$6.00 (52 Issues) ☐ 1 year..$3.50 (26 Issues)

BEST VALUE ☐ $8.00 THREE YEARS 78 ISSUES

☐ Remittance enclosed ☐ Please bill me

6-25-57

Additional postage per year; Canada, nothing; Pan America, $1.50; Other Foreign, $3.50

MAIL TO LOOK MAGAZINE • 110 TENTH STREET • DES MOINES 4, IOWA

OUT!

The kid who wanted "in" so much he'd sell anything to get there... just ask his girl!

HECHT, HILL and LANCASTER present

BURT LANCASTER · TONY CURTIS

"SWEET SMELL OF SUCCESS"

THE MOTION PICTURE THAT WILL NEVER BE FORGIVEN... OR FORGOTTEN!

Introducing SUSAN HARRISON · featuring MARTY MILNER · SAM LEVENE
BARBARA NICHOLS · JEFF DONNELL and the CHICO HAMILTON QUINTET · Screenplay by CLIFFORD ODETS and ERNEST LEHMAN
from the Novelette by Ernest Lehman · Directed by ALEXANDER MACKENDRICK · Produced by JAMES HILL
Photographed by James Wong Howe A.S.C. · A Norma-Curtleigh Productions Picture · Released thru United Artists

WEEK OF JULY 4th AT YOUR FAVORITE THEATRE!

New PHILIP MORRIS gives you a natural smoke

Smoke Natural. No filter, no foolin'. It's just good tobacco that tastes *right.* A man couldn't ask for more.

Crushproof Box or Regular Pack

...gentle "Powder Puff" shaving with Norelco®

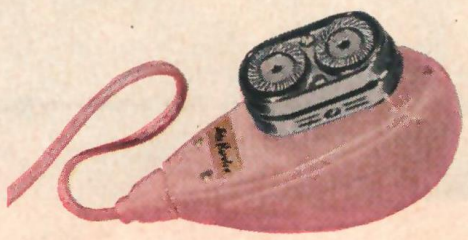
The new Norelco **DEBUTANTE**
$17.50 AC/DC, with travel case.

You see no blades, feel no blades! The shaving heads of the new Lady Norelco and Norelco Debutante are smooth and round like a powder puff—and as safe and easy to use. Not a sharp edge anywhere.

So quick—and can't nick! The only electric razors that can't scrape or cut—even the thinnest-skinned shins.

You don't have to find a special edge for the in-curves of your underarms, the out-curves of your legs; Norelco's rounded, powder-puff surface clean-shaves both . . . comfortably, safely.

No fuzz, no stubble. Norelco keeps your skin talcum-smooth, free of any suggestion of hair, or even of fuzz. No soap and water mess, no danger of cutting yourself, either.



Boudoir luxury, the new LADY NORELCO. Deluxe, twin-head shaver in beautiful Nassau pink. In Paris-styled case. AC/DC. **$24.95**

For the man in your life . . .
the new Norelco Speedshaver

The gentle massage of its rotary blades has made this the largest-selling electric shaver in the world. No pinch, no pull. And as for speed, it's the fastest ever. AC/DC. Complete with leather travel case, $24.95. *Also the Norelco Sportsman, which runs on flashlight batteries or car lighter.* Now only $24.95.

NORTH AMERICAN PHILIPS COMPANY, INC., 100 E. 42nd St., New York 17, N. Y.

Revlon's new color...

'Persian Melon'

...it's the most <u>delicious</u> shade this side of paradise!

A luscious golden melon with a coral flavor for lips...fingertips...and toe-tips, too!

What a *color!* Revlon kidnaped this secret shade in the mysterious East . . . gave it a gorgeous golden glow . . . flavored it with *coral* . . . to flatter you outrageously . . . whatever your hair shade, whatever your skin tone. Positively voluptuous, new 'PERSIAN MELON' keeps marvelous company with all your heat-wave fashions summer long. So potent . . . it *could* turn tonight into forever! (Lasting? Seems to stay on 'til the sands of the desert grow cold!)

'PERSIAN MELON'
Lipstick in Futurama case..135* up
Cream Nail Enamel...65*
Frosted Nail Enamel...75*

© 1957, REVLON, INC.
JEWELS BY DAVID WEBB.

*PLUS TAX

BIG CHANGE IN SARAN WRAP!

Announcing . . . exclusive new package improvement!
The wrap that's best for protection is now the easiest to use!

Easy to use!
This much wrap stays out always ready to start!
No lost ends!

Look for this smart, modern package at your grocer's!

The Dow Chemical Company DOW

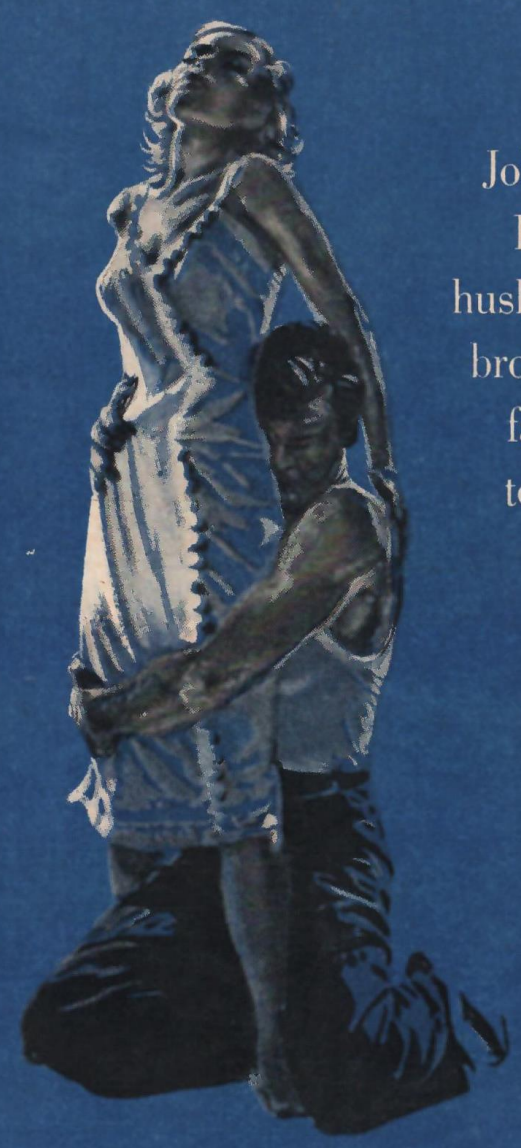
Pull out as much as you need

Tear . . . it's smooth, it's easy

This much stays out, can't slip back into box!

It's always ready to pull and tear again!

The torn, the twisted, the tender love of Johnny Pope, husband, brother, father to be!



20th Century-Fox presents

A HATEFUL OF RAIN

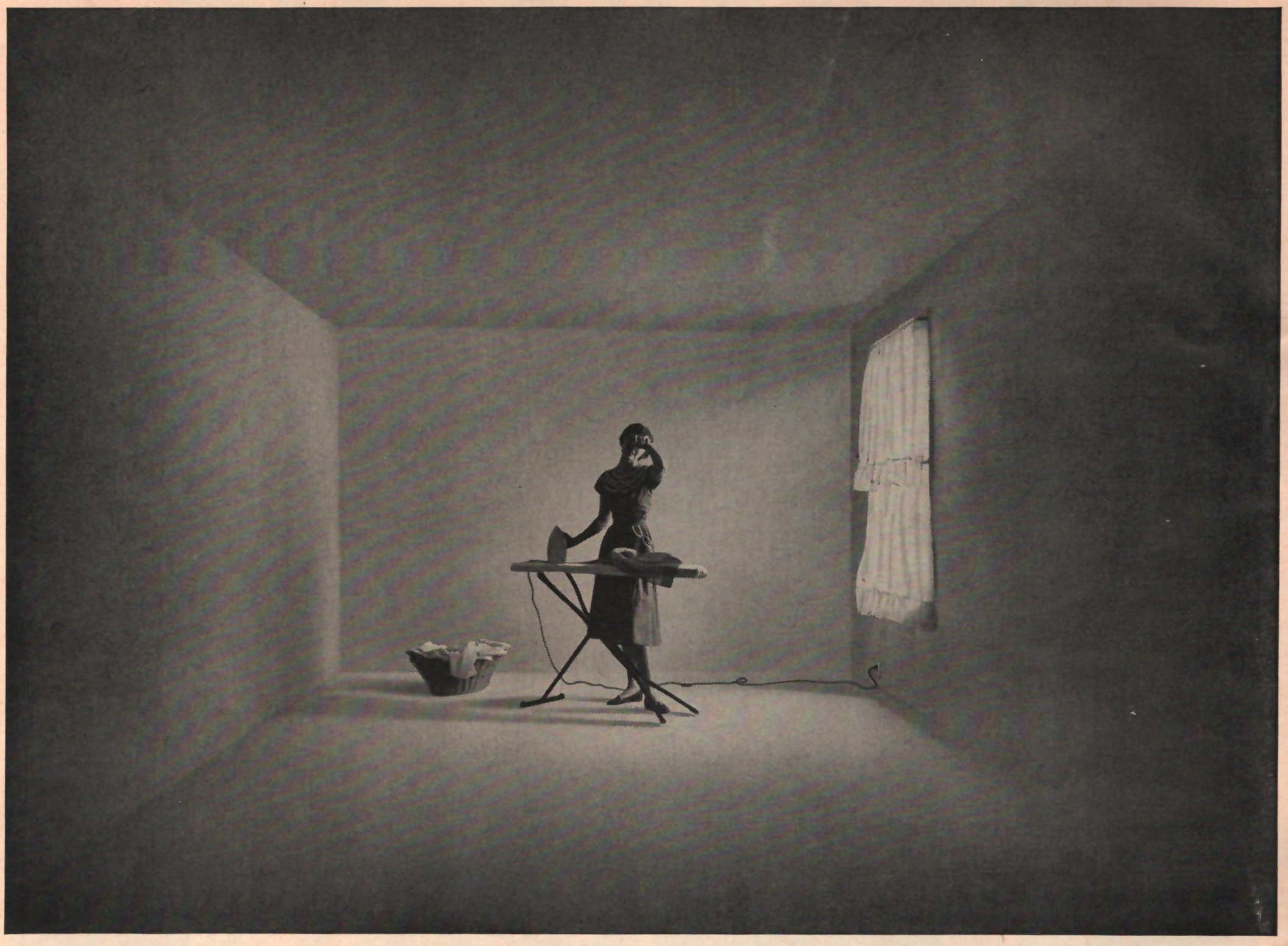
CINEMASCOPE

The motion picture that crosses a new boundary in screen entertainment!

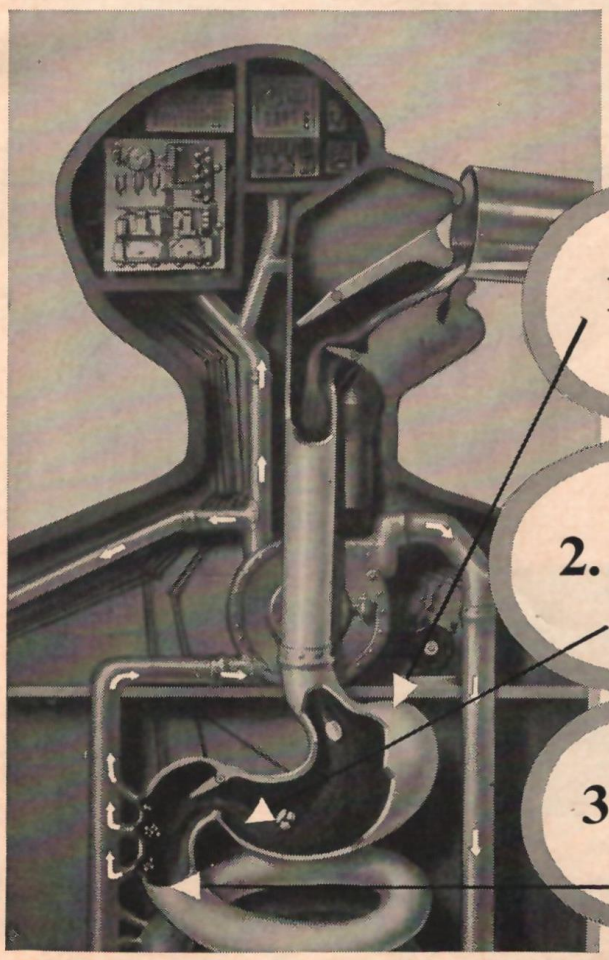
STARRING

Eva Marie SAINT / Don MURRAY / Anthony FRANCIOSA / Lloyd NOLAN

PRODUCED BY BUDDY ADLER / DIRECTED BY FRED ZINNEMANN / SCREENPLAY BY MICHAEL VINCENTE GAZZO and ALFRED HAYES



Pain? Headache? Cold Miseries? Muscular Aches?



1. Medical science knows that a pain reliever must go through the stomach and into the blood stream to relieve pain.

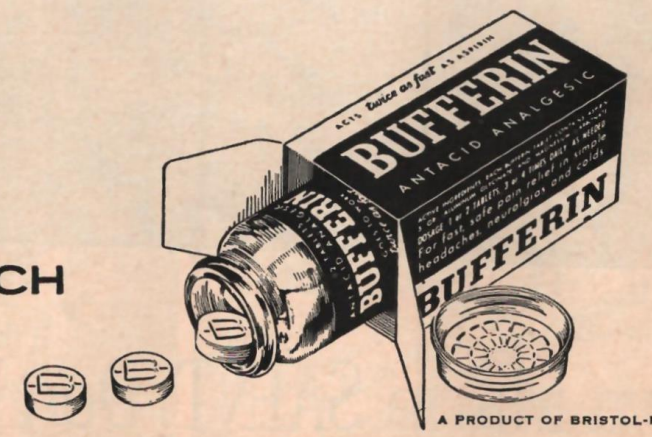
2. Bufferin combines aspirin with two antacid ingredients. These speed the pain reliever out of the stomach and into the blood stream twice as fast as aspirin. So . . .

3. Bufferin acts twice as fast as aspirin to relieve pain. And it won't upset your stomach as aspirin often does.

BUFFERIN®

acts twice as fast as aspirin!

WON'T UPSET YOUR STOMACH



A PRODUCT OF BRISTOL-MYERS

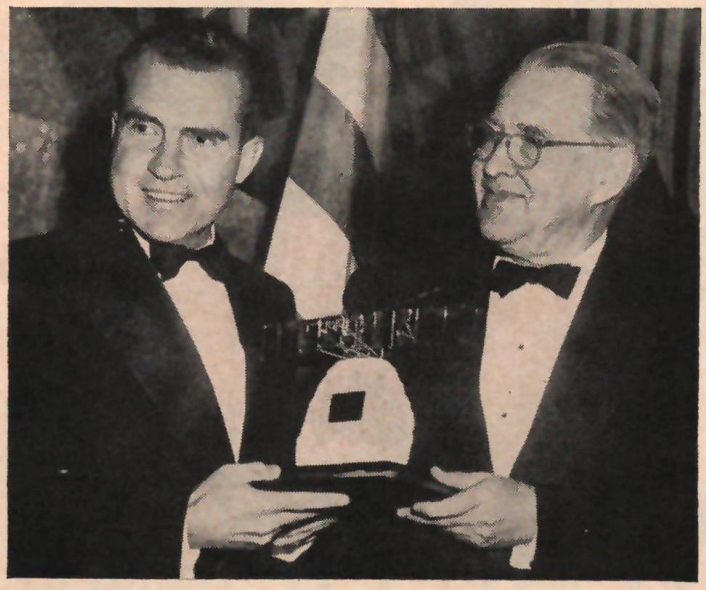
IF YOU SUFFER FROM PAIN OF ARTHRITIS OR RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN

LOOK APPLAUDS

Radio operator Mary Burke, of Morton, Pa. relays messages for GI's abroad.

MARY BURKE

She is one woman who loves being a "ham." As the amateur radio operator of station W3CUL in Morton, Pa., Mary Burke voluntarily handles some 3,000 messages a month, principally from servicemen overseas. Operating eight hours daily in six Morse code radio networks, she has worked as long as five straight years without taking a day off from her voluntary service. Her husband Alfred—also a radio amateur, who courted her by Morse code—devotes his free time to maintaining their radio equipment, valued at $5,000. Public recognition of Mrs. Burke's service came recently when the General Electric Company singled her out of the nation's 150,000 licensed amateur operators to receive its fifth annual Edison Radio Amateur Award as "Ham of the Year," the first woman to win this honor.



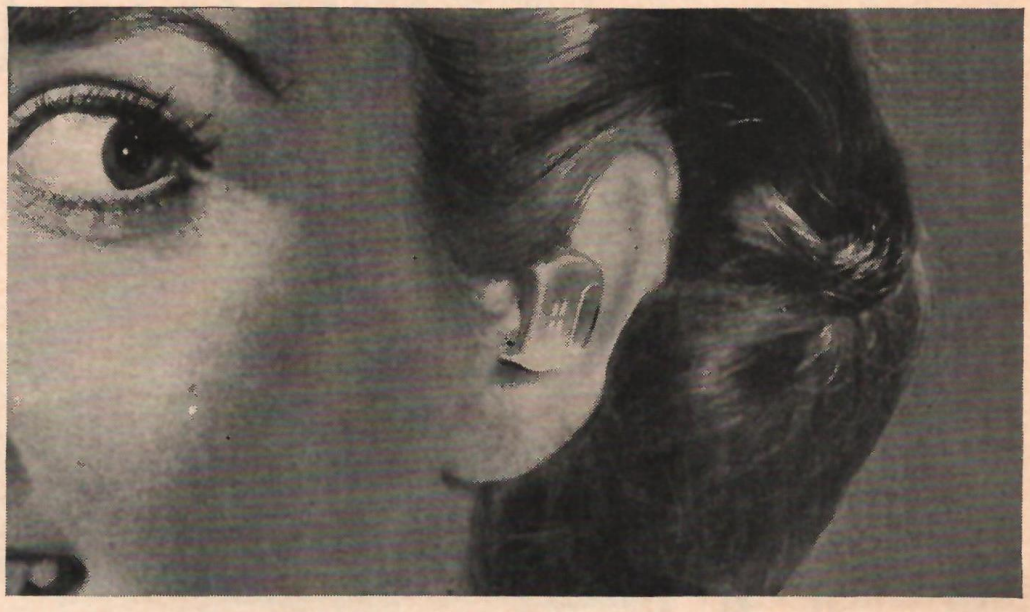
Trophy is awarded Dr. Warner by Vice-President Nixon.

DR. EDWARD WARNER

One of the world's foremost authorities on aeronautics, Dr. Warner has recently retired after devoting over 40 years to the development of aviation. Since 1917, he has served many Government agencies, among them the National Advisory Committee for Aeronautics. For more than 11 years, he has been president of the Council of the International Civil Aviation Organization. One of his most important contributions to aviation is the perfection of the wind tunnel. Dr. Warner's work recently won him the Wright Brothers Memorial Trophy, given annually "for significant public service of enduring value to aviation in the United States."

HEARING SECRET

ALL IN THE EAR!



- NO CORD . . . NO EXTRA BUTTON
- FITS COMFORTABLY IN THE EAR
- NOTHING ELSE TO WEAR

Sonotone—pioneer in transistor hearing aid development—brings new hope to millions with this tiny, all-in-one-piece hearing aid. Smallest Sonotone ever. Fits comfortably and unnoticed *all in the ear*...yet gives powerful amplification for fine hearing. Get full facts—along with the scientific Sonotone Hearing Test. You get *both* free by mailing the coupon below. Do it now!

SONOTONE®

A Lifetime Program for Better Hearing!

FREE ☐ Scientific Sonotone hearing test!
☐ Complete Sonotone information!

SONOTONE CORPORATION
Dept. L-67, Elmsford, N. Y.

Gentlemen: I would like to have the scientific Sonotone Hearing Test which will accurately measure my hearing. Also, please send me complete information about the new all-in-the-ear hearing aid. Mail in plain envelope to:

NAME_____

ADDRESS_____

CITY_____ ZONE_____ STATE_____

Never carry more cash than you can afford to lose...

play safe – carry...

American Express Travelers Cheques

- Prompt refund if lost or stolen.
- Accepted everywhere—easy to spend as cash.
- Good until used—keep unused cheques for emergencies.
- Buy them at your BANK . . . and at Railway Express and Western Union offices. Charges—only a penny a dollar!

Good taste is a matter of good judgment. It is something that is quickly sensed, widely respected. Clear-headed Americans know good taste—and demand it. That's why they call for *Calvert taste.*

Clear heads call for **Calvert taste**... Nothing finer in American **taste**

CALVERT DIST. CO., N.Y.C. AMERICAN BLENDED WHISKEY • 86 PROOF • 65% GRAIN NEUTRAL SPIRITS

Air Cargo includes almost anything from small but precious packages—vaccine and whole human blood, for instance—to bulk shipments including even heavy machinery. Much of what we wear, what we eat, and what we read is newer, fresher, more attractive, and more easily available because of air transportation. Hundreds of tons of cargo are aloft at this minute, in air freighters and passenger airliners. Efficient air freight service is just one example of the many benefits we derive from aviation.

What does Aviation mean to you?

To millions of Americans, modern aviation is bringing benefits of better living, faster transportation, and greater national security.

For today's travelers, it has opened opportunities never before possible. A network of airlines links 544 cities and towns throughout the nation, and brings any place in the world within hours of air travelers wherever they may live.

But whether or not an American travels—he benefits from aviation. Air cargo, for example, makes important contributions to better living throughout the nation. Last year, commercial airplanes carried 670 million ton-miles of freight of every kind—mail, express, foodstuffs, medicines, latest fashions and publications . . . even heavy machinery. Air cargo has grown about five-fold in the last 10 years alone, and its major period of growth is still to come.

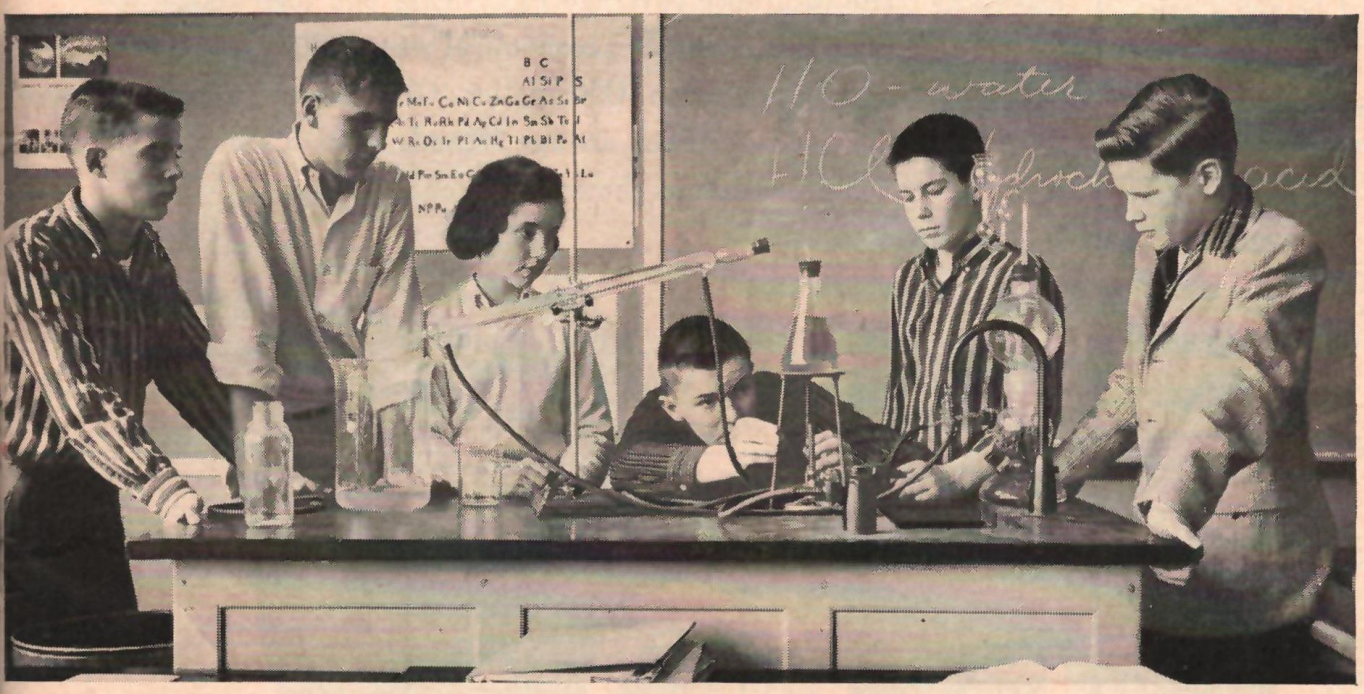
In other ways, aviation contributes substantially to the wealth and prosperity of America. Just one example is the aviation industry payroll . . . now one of the largest in the country. It is estimated at more than $6 billion a year and it is paid to over a million men and women in manufacturing plants, in large and small businesses and commercial airlines in every state of the union.

Also vitally important to you, the U. S. aviation industry makes a powerful contribution to peace. Its continuous achievements in designing and producing the best bombers, fighters, guided missiles and helicopters help provide our armed forces the superior equipment needed to protect this nation against aggression.

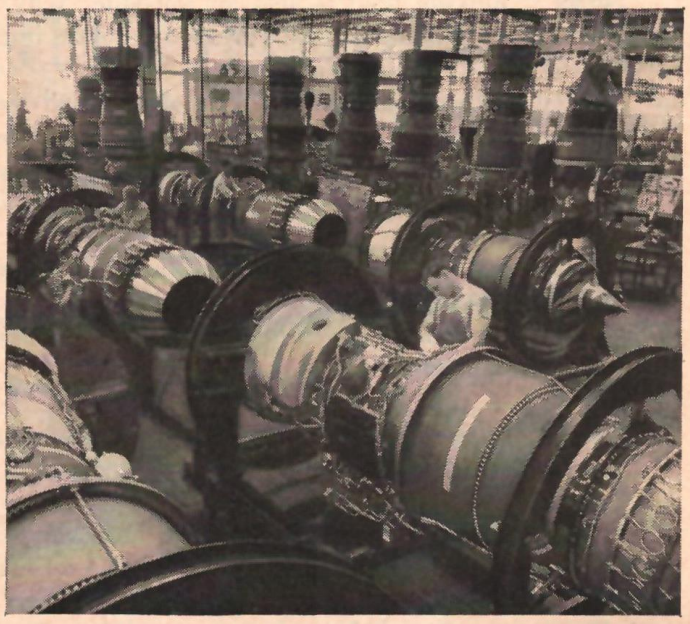
Our Students Are Key to Future Greatness

But American leadership in aviation will require more skilled scientists, engineers and technicians. Today there is a dangerous shortage of these experts both in industry and the armed forces . . . and it takes many years to train them. Essential education for such specialists must include mathematics and science in grade school and high school.

Many opportunities in tomorrow's scientific activities await those who qualify themselves for continued and advanced education in these subjects. A growing number of such students can help increase the benefits of aviation to the nation's economy and to military security.

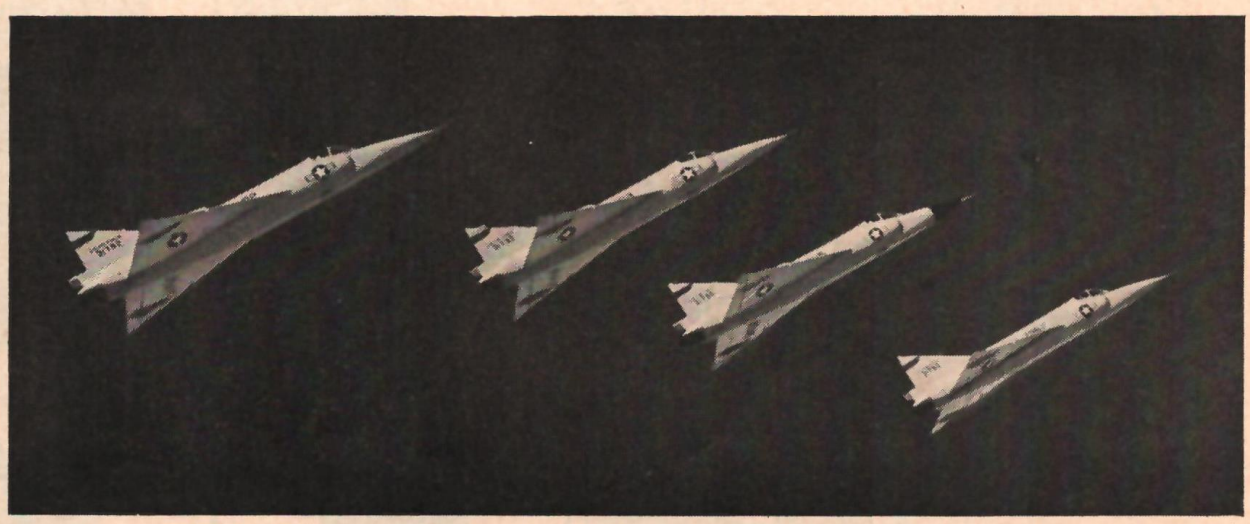


Unusual Opportunities are ahead for young people who will be the engineers and scientists of tomorrow. Their vision and their skills will be vital as our world becomes even more technical. To be ready for the higher education they will later need, these young people must have the right grounding in basic mathematics and science, while in grade and high school.



Big Jet Engines such as Pratt & Whitney Aircraft's J-57 have more than doubled the speed of airplanes since World War II. To design and produce them, Pratt & Whitney alone employs 40,000 skilled people, and gives work to more than 3400 other companies, large and small, who are subcontractors and suppliers.

This Huge Cargo Airplane has turboprop engines for long range and great speed. The Douglas C-133, built for the U. S. Air Force, carries 100,000 pounds of cargo in its 90-foot cabin, hinting at size of future air freighters. Pratt & Whitney T-34 turboprop engines develop 6000 hp each at takeoff.



Protecting Our Nation from aggression requires the fastest aircraft, able to intercept an enemy day or night. Among the most advanced fighters in Air Defense Command units are the missile-armed Convair F-102As, above. A small, lightweight Hamilton Standard air-conditioning unit holds down heat caused by high speeds and electronic gear. Without it, cockpit temperatures could exceed 150°F. even at zero air temperatures.

UNITED AIRCRAFT CORPORATION EAST HARTFORD, CONNECTICUT *In Canada:* CANADIAN PRATT & WHITNEY AIRCRAFT CO., LTD.
Designers and builders of: PRATT & WHITNEY AIRCRAFT *engines,* HAMILTON STANDARD *propellers and turbine aircraft equipment, and* SIKORSKY AIRCRAFT *helicopters—for our armed forces and the finest airlines in the world.*

WHAT THEY ARE SAYING

Louis Jourdan

French film star **Louis Jourdan:** "It is assumed that a good-looking man is also an imbecile. Why should I be put in the position of needing to prove that I am not an imbecile?"

British author **Nancy Mitford,** offering advice to Americans (as reported by Art Buchwald): "When we were on top, we never cared who liked us. But since you people have been on top, you are very sensitive to what people think of you. You would be much happier if you didn't care."

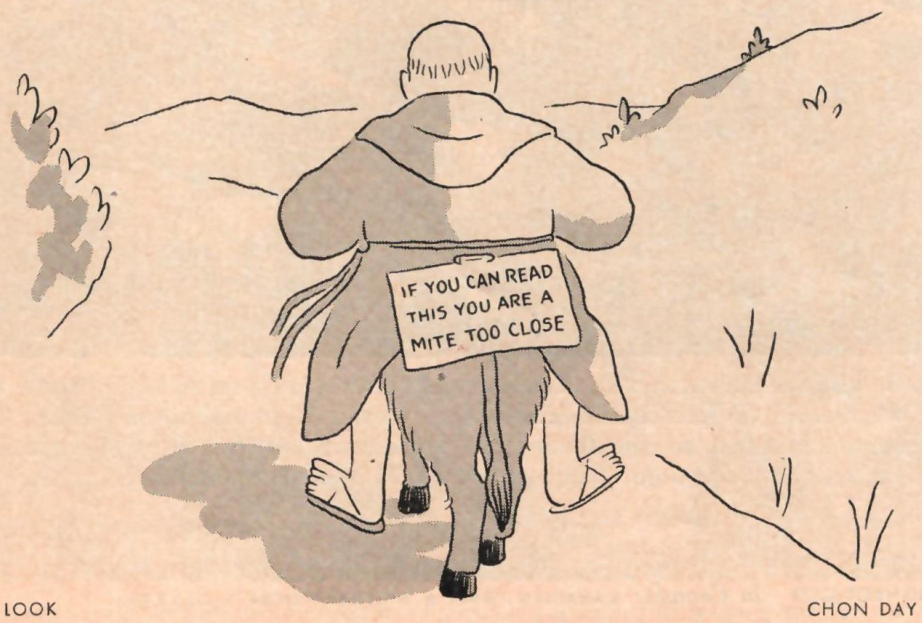
Comedian **Jack Benny,** commenting on his experience playing his violin with the Los Angeles Philharmonic Orchestra for charity: "It's like being on an island with Jayne Mansfield and her boy friend. You have a feeling you're not needed."

Singer **Denise Lor:** "Despite all the new household gadgets, the handiest one to have around the house is still a husband."

Columnist **Hy Gardner:** "Did you hear about the Texas oil man who bought a Cadillac and took his change in Volkswagens?"

Blues singer **Sarah Vaughan** (according to Earl Wilson), as she began an engagement at the Waldorf after a succession of appearances at night clubs specializing in jazz: "The big difference is that the people who wear goatees at the Waldorf had 'em before bop."

Brother Sebastian



LOOK CHON DAY

One Policy

The United Family Policy is made to order for new and young, growing families just like yours. You get whole family life insurance protection with ONE policy. United even automatically insures every new arrival—at no increase in payments. Mom* and the kids (from 15 days until they are 21 years old) are each insured for $1,000. Dad, who needs *more* protection, is provided with $5,000 of whole life insurance coverage PLUS cash and loan benefits. This is the new, economical way to enjoy whole family protection. ONE policy. ONE payment. The cost is low—if you are age 30, only $10.05 a month for protection as shown in the chart below.

Here's how the plan works

on Dad	**$5,000**	Whole life insurance protection.
on Mom	**$1,000***	Term insurance. (This protection continues to Dad's 65th birthday.)
on the Kids	**$1,000**	Each (present and future), term insurance from 15 days to 21 years of age.

**Amount varies with age difference between husband and wife. $1000 is amount when both are the same age.*

United OF OMAHA

UNITED BENEFIT LIFE INSURANCE COMPANY

A Billion Dollar Life Insurance Company

HOME OFFICE: OMAHA, NEBRASKA. CANADIAN OFFICE: TORONTO.
SERVICE OFFICES THROUGHOUT THE UNITED STATES, CANADA AND HAWAII.

A new kind of life insurance protection for the whole family

For Dad-Mom and the Kids

and
every new
member is
automatically
insured at
no increase
in payments

old Doc stork
says this is
the greatest
thing since babies
Dad will be wise
to mail this coupon
to United of Omaha
right now—
Mother may too

UNITED OF OMAHA
UNITED BENEFIT LIFE INSURANCE COMPANY
OMAHA, NEBRASKA
(DEPT. 7026)

I want full particulars on this new United Family Plan.
I am _____ years old.

NAME _____

ADDRESS _____

CITY _____ STATE _____

NUMBER OF CHILDREN _____

Great Iced Tea Discovery

The only "Instant" that's all pure tea

Shining crystals of 100% pure tea

All the flavor of finest tea dissolved instantly in your glass! No fillers, no dextrins or maltose. Tastes like real tea because it *is* real tea.

Ready *instantly*... no brewing, no drippy tea bags

New Instant Tender Leaf Brand gives you all of the flavor with none of the fuss! Just dissolve a spoonful in a little boiling water and stir—fill up the glass with ice and tap water. In seconds, enjoy sparkling, delicious iced tea.

ANOTHER FINE PRODUCT OF STANDARD BRANDS INC.

NEWS FOR TEA DRINKERS

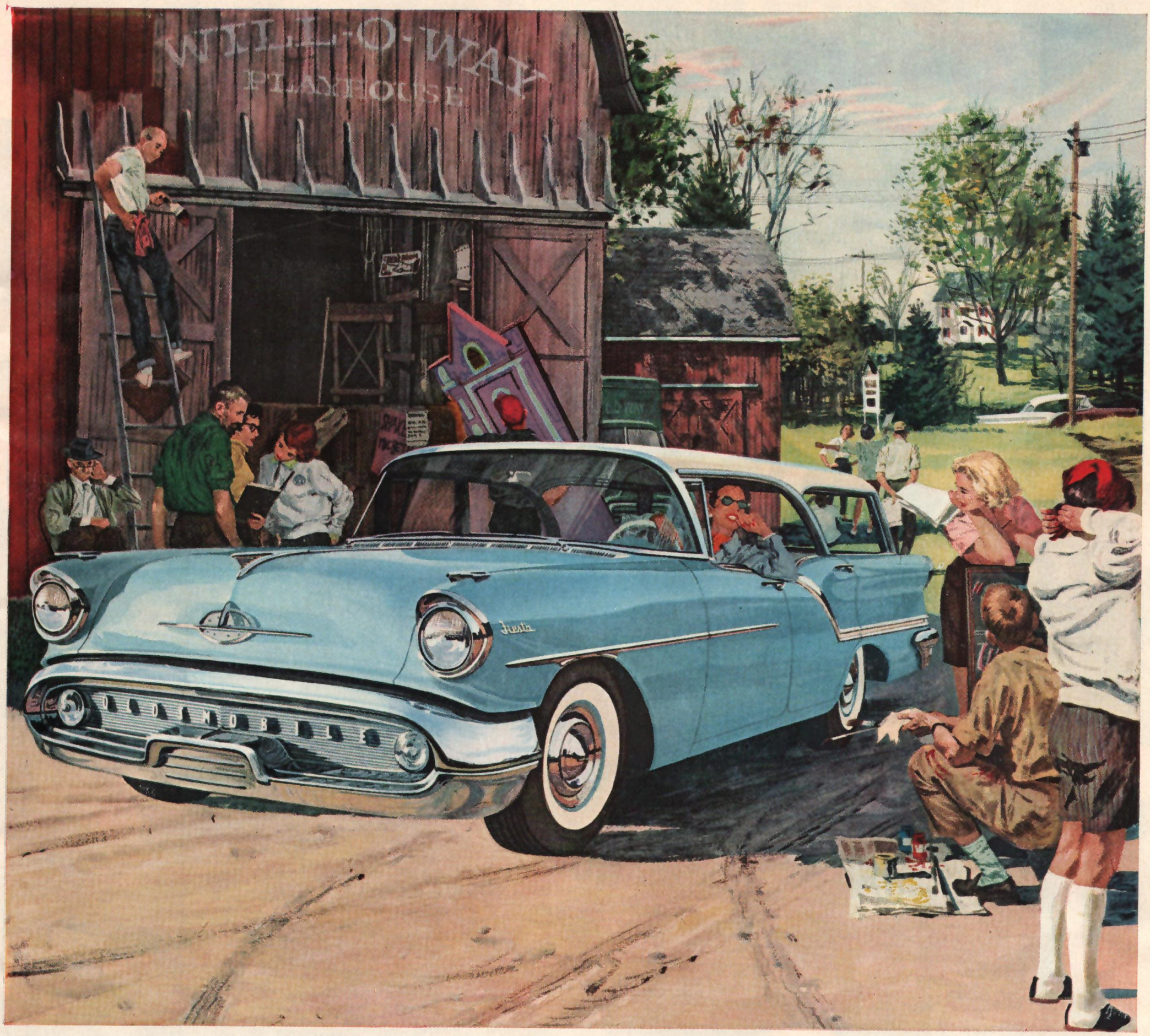
FIRST PURE TEA CRYSTALS

RESEARCHER EXAMINES a spoonful of pure tea crystals at the Standard Brands laboratories. They were developed in answer to a special problem —how to make an instant tea without the fillers and carbohydrates that competitors have been unable to dispense with. These crystals are 100% fine tea.

NEW JERSEY HOMEMAKER, Mrs. Wayne Hansen shows how she dissolves a spoonful of Instant Tender Leaf crystals in a little boiling water.

MRS. HANSEN fills up the glass with ice cubes and tap water and has iced tea ready in a matter of seconds. Her whole family likes the new tea.

MARY MARGARET McBRIDE, well-known author, lecturer and radio personality, was one of the first people asked to try new Instant Tender Leaf. After her first glassful, she was enthusiastic about its flavor and convenience. She said she was especially glad to make iced tea without drippy bags or leaves.



SUPER 88 FIESTA

Get in the act!

THE VERSATILE "FIESTA" PUTS THE SPOTLIGHT ON YOU!

See what happened when Oldsmobile added the happy-go-lucky look of Holiday styling to the husky heft of a station wagon! It's the fabulous Fiesta!

This all-'round performer commands the spotlight wherever it goes. So let the Fiesta set the stage for *your* dramatic entrance into a whole new fun-filled way of going places and doing things!

Your *first* cue is to call or visit your Authorized Oldsmobile Quality Dealer. He'll show you how owning a Fiesta is like owning *two* Oldsmobiles in one!

OLDSMOBILE DIVISION, GENERAL MOTORS CORPORATION.

SUPER 88

OLDSMOBILE

SEE YOUR AUTHORIZED OLDSMOBILE QUALITY DEALER

Designed to last longer

THE OHIO TURNPIKE

Officials being shown safety features of the new General Dual 90 which was tested on the Ohio Turnpike.

than any tire ever built!

Two Treads and it's made of NYGEN

Sustained high-speed driving—such as millions of people are now doing on the new super-highways of the nation—call for the utmost in tire strength and safety.

The General Dual 90 has everything it takes to protect you. It will probably last as long as you keep your car. It will give you a better ride, better stability and astonishingly quick, safe stops.

The need for all this extra safe mileage is why General designed the Dual 90 . . . the tire with two treads.

THE OHIO TURNPIKE, with its 241.3 miles of broad straightaway and sweeping curves, is a key link in the new "no stoplight route" between New York City and Chicago . . . a total distance of 826 miles. Nearly 10-million vehicles last year discovered its advantages in time saving and safety and a 20 per cent increase in tourist travel is anticipated this summer.

QUICKER STOPS. When brakes are applied, twin-treads grip and "squeegee" instantly. "Windshield wiper" action-traction goes to work across entire width of both treads.

NO FLATS FROM PUNCTURES. Not merely "puncture-resistant," the Dual 90 permanently seals as it rolls. No repair needed when puncturing object is removed.

GENERAL DUAL 90

AMERICA'S FIRST DUAL-TREAD TIRE

Here's why your family should be among the millions who use

ONLY GLEEM – *the toothpaste for people who can't brush after every meal*

JUST ONE BRUSHING destroys decay-and odor-causing bacteria

MOUTH BACTERIA, CHIEF CAUSE OF DECAY, BUILD UP OVERNIGHT LIKE THIS

AFTER ONE GLEEM BRUSHING, UP TO 90% OF THESE BACTERIA ARE DESTROYED

When *your* family's out having fun like this—can they always brush after meals? Then make sure they start their day with the one and only Gleem—to get added resistance to decay . . . protection against mouth odor *all day*. Gleem with exclusive GL-70 completely destroys most bacteria with just *one* brushing. And you'll discover youngsters love Gleem's flavor so much it's easy to get them to brush regularly. So if your family can't always brush after meals, even though it's best, use Gleem . . . it meets this modern problem!

Mouth odor stopped all day with *one* Gleem brushing. Scientific tests prove just brushing with Gleem before breakfast gives most people *all-day* protection against mouth odor, means a sweeter goodnight kiss! So start *your* day with Gleem.

LOOK

VOLUME 21, NUMBER 13 • JUNE 25, 1957

Nasser talks ... bluntly, bitterly, and off the cuff, as he answers 42 questions about himself and the Middle East, in his first hard-hitting American interview since the Suez war

An exclusive interview by WILLIAM ATTWOOD

At 39, Gamal Abdel Nasser is a big, cocky, successful but sometimes embittered man. He feels that America's press is doing him dirt. When he received me in the office of his villa near Cairo, he made it plain that he didn't like talking to American reporters any more. "I saw at least 600 up until this year," he said as we shook hands, "and nearly all wrote bad things. I don't know why I am bothering to talk to you."

But he did—for two hours—in English that was accented but surprisingly colloquial. And as he talked, I began to understand why this comparatively young man has come so far so soon. He has two priceless political assets—enormous vitality and great charm. Even when you disagree with what he says, it is hard not to like him.

These assets have served him well in his climb to the top. Five years ago, he was an obscure lieutenant colonel, known only to his fellow-conspirators in Farouk's army. Today, he is a world figure whose name arouses anger, admiration, fear or devotion among hundreds of millions of people.

I began our talk by saying that some of my questions might strike him as rude. But I added that they were the kind of questions we Americans would like to have answered. I warned him I would not be polite and did not expect him to be. His smile became a grin and he leaned back in his chair. "Good," he said. "That's fine. Let's get started."

continued

"How can you negotiate," he says of Ben-Gurion, "with a man like that?"

As you know, you are widely accused in the U. S. of being a dictator, of being pro-Communist and of being anti-Semitic. Let's take them one at a time. Do you consider yourself a dictator? I have heard this accusation a hundred times. They call me a dictator in America because I will not take orders from them. There are many dictators who obey the State Department, and they are not called names. If I obeyed their orders, the Americans would probably call me a good democrat.

In an interview in July, 1954, you said, "The principles of our revolution are based on giving Egypt a real democracy instead of a parliamentary dictatorship." How would you describe Egypt's form of government today? We have a government *from* the people working *for* the people—not a government of agents working for a foreign power.

Is the character of your regime changing? The reason I ask is that back in 1954, L. N. Vatolina, said to be Russia's top Egyptian expert, called your regime "madly reactionary, terrorist, antidemocratic and demagogic." Today's Soviet press praises you. Who has changed? Only the U. S has changed since 1954. We were friends then. But you refused us the weapons we needed, you organized the Baghdad Pact aimed at dividing the Arabs, you withdrew your offer to help us build the Aswan High Dam. So we have drifted apart.

Surely some Egyptians don't agree with your policies. If one of them wanted to organize a party or publish a paper opposing your regime, what would happen to him? I am sure that many Egyptians do not agree with me. Even the Prophet Mohammed did not have 100 per cent support from his people. But you mention parties. Until now, they have been forbidden. Why? Because, in the name of democracy and liberty, they were serving the interests of foreign agents—not the Egyptian people. We liquidated these parties and are now facing a political vacuum. So now we plan to rebuild our political life in steps. The first will be a parliament elected by the votes of the people. This will partially fill the vacuum. But we do not want parties subsidized by dollars, rubles or pounds sterling. As to starting an opposition paper, anyone who can raise the money can start a paper and print what he wants so long as it does not violate our laws.

Now let's take up the charge that you are pro-Communist. How do you explain the fact that Egypt abstained on all ten U. N. political resolutions criticizing the Soviet Union for its aggression in Hungary? Because the Soviet Union was the only country in the Security Council that supported us in our dispute over the Suez Canal. We abstained out of gratitude.

In an interview in September, 1954, you were asked if you believed communism was a threat to the Arab world. You replied, "Yes—I think its methods and its tactics here in our country and in all Arab countries are directed to stirring up disorder and hate." Do you feel the same way today? Local Communist parties will always work to seize power. They want collective ownership, among other things. I still think their objectives are dangerous—and that is why the Communist party is illegal in Egypt. But our people do not have to like communism in order to feel sympathy and friendship for Russia.

As to the charge that you are anti-Semitic, it has been reported that Jews expelled from Egypt have been forced to leave members of their families behind—as hostages. Is this true? This is nonsense. What you are reading in America are lies made up by Zionists in order to isolate Egypt from the U. S. and widen the gap between our countries.

Is it true that Egyptian officers have been issued copies of Hitler's* Mein Kampf *and that your government hired Dr. Johann von Leers, formerly a leading anti-Jewish propagandist in the Nazi regime, as an official in the Ministry of National Guidance? This kind of question is the reason I am fed up with the American Press. I try to be friendly with Americans, but then they repeat this propaganda that the Israelis start with the object of splitting the West away from the Arabs. How can I be anti-Semitic? Egyptians are a Semitic people too. I am really getting fed up with this sort of thing.

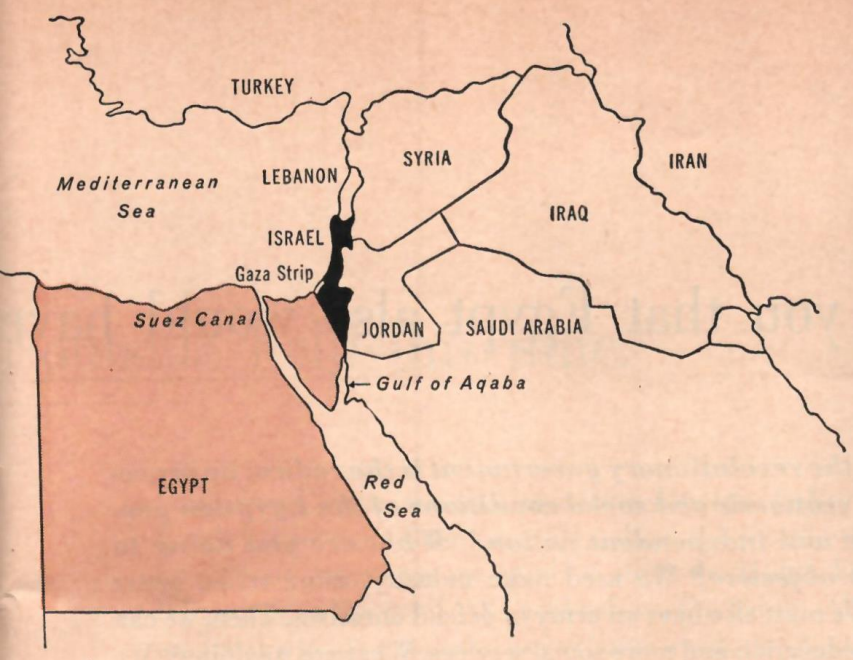
Another reason people criticize you in America is that you don't seem to want to work out a peaceful settlement of your differences with Israel. The record shows that Israel has offered to sit down and negotiate all outstanding problems almost every year since 1948. Yet isn't your position still the same as on October 14, 1955, when you said, "There is no sense in talking about peace with Israel."? I said that just when the Israelis had raided the Gaza Strip after one of Ben-Gurion's famous "peace" offers. It was the same last fall. Seven days before attacking us, he was saying that Israel would never commit aggression. How can you negotiate with a man like that? Look, the problem of Israel is essentially the problem of people driven out of their homes—expelled from Palestine. They must be compensated and allowed to return. This is the main problem. After the war, in 1949, a U.N. conciliation committee, consisting of the U. S., France and Turkey, was formed to work out the problem, but Israel has refused to co-operate with this committee.

You mean there is no room for negotiation about the future of these refugees? It's up to the refugees to decide where they want to live. We Arabs are different from other people. We are deeply attached to our land. We have been here a long time. My own family has lived in the same village for thousands of years. We do not easily give up our land.

On April 2, Mr. [David] Ben-Gurion [Prime Minister of Israel] said that Israel cannot achieve peace so long as you are in power in Egypt. He said you "wouldn't dare make peace" because of political reasons. Is this true? Ben-Gurion is always making Nasser the villain in his speeches, always insulting Egypt. He is my enemy—what do you expect?

Let's turn to more immediate problems. There are three so-called areas of tension under your jurisdiction today: The Suez Canal, the Straits of Tiran and the Gaza Strip. Taking Suez first, the plain fact is that the crisis was set off by your seizure of the Canal last July 26. Why did you not wait until 1968, when the Canal would automatically have reverted to Egypt? For two reasons. When you said you would not help us build the High Dam, we had to show you that you cannot insult a small country and get away with it. If we had accepted the slap in the face, you would have slapped us again. Also, we needed to raise money to build the dam ourselves. The Canal tolls were a logical source of income.

Would you have taken over the Canal even if the U. S. and Britain had gone ahead with their offer to help with the dam? We were studying the question of nationalizing the Canal, but had not reached a decision. You made up our minds for us.



Egyptian president made it plain he would have his way in disputes over Gaza Strip, Gulf of Aqaba and Suez Canal.

Nasser listens quizzically as Look writer William Attwood explains that he will not be polite during the interview and does not expect him to be. List of questions was not submitted to Nasser before the interview, but the manuscript of the complete interview was later checked carefully by a presidential aide.

Egypt's president kneels in prayer in the mosque at the University of al-Azhar, the oldest Moslem university in the world. He is accompanied by friends and religious officials. A deeply religious man, Nasser fingered prayer beads while he answered 42 questions Look's writer asked him in exclusive interview.

Do you believe, as alleged in John Beal's biography of John Foster Dulles, that the U. S. Secretary of State deliberately forced a showdown in the Middle East by abruptly withdrawing the offer on the dam? I agree that it was a deliberate move. I read the book and it made me pessimistic about our future relations with America. It indicated that the Dulles policy was to bring down our government. Why must you try to coerce us? We will not accept orders. Don't you understand?

You insist that Israel obey U.N. resolutions in such matters as evacuating the Gaza Strip, but you refuse to abide by the 1951 U.N. resolution on freedom of Canal transit for Israel ships. How can you justify one rule for Israel and another for Egypt? The resolutions you mention were quite different. The 1951 resolution was essentially a legal opinion regarding Egyptian territory. The other was an order to an aggressor to withdraw from invaded territory.

What will you do if the Israelis try to send a ship through the Canal, or if an American ship, bound for Israel, requests transit? We are preventing Israeli ships from passing through the Canal in accordance with our rights under the 1888 convention. But we are not stopping other ships that might be going to Israel.

The Gaza Strip is another area of tension. Will Egypt continue to occupy this portion of Palestine indefinitely? Gaza is part of the refugee problem we were discussing. Until it is settled, we shall remain in Gaza.

According to the Cairo radio, the fedayeen commando units have been reconstituted. Does this mean a resumption of raids on Israel? All Palestinians consider themselves fedayeen. Remember—we were attacked three times in 1955 before the fedayeen struck back. Then, in April, 1956, the Israelis hit us again and I ordered 300 commandos to enter Israel. There has been no fedayeen action since then. But if there is further aggression by the Israelis, we may well retaliate.

The third area of tension is the Straits of Tiran. In 1950, when Egypt occupied the two islands that control the Straits, it assured the U. S. Embassy in Cairo that ships entering the Gulf of Aqaba would not be molested. Since then, several have been fired on. Do you still reserve the right to blockade the Gulf and prevent ships from reaching Israel that way? The waters of the Gulf are within our territorial limits. We want to keep our rights to these waters.

Looking back to the events of last fall, doesn't your assertion that a state of belligerency has always existed between Egypt and Israel justify Israel's attack on you? We merely stated our position. They actually attacked. There is a difference.

Do you believe the aim of the British, French and Israelis was to overthrow your government? If so, why did they miscalculate so badly? Of course that was their aim. But I did not believe until the first air raid that Eden would actually do what he did. It seemed incredible. I think they expected the Egyptian people to help them overthrow this

continued

"If Israel had outside help again, I can tell you that Egypt also would have

government. What they did not understand was the change that has come over the Egyptian people in five years. I knew my people; they did not.

Didn't you miscalculate too? On June 11, 1956, less than five months before the attack, Gen. Abdel Hakim Amer, your commander-in-chief, said "The Israeli danger no longer exists. The Egyptian army is strong enough to wipe Israel from the map of the world." Yet they defeated you. What was wrong with your intelligence? You call it defeat. I call it withdrawal. Our whole strategy was designed to defend Egypt against Israeli aggression. We could have done that. But we could not face three powers, three armies, three air forces. So I ordered a withdrawal on October 31, keeping our strategic reserve intact. I think this withdrawal will be regarded as one of the most effective decisions of the war. It saved the bulk of our army.

On October 25, four days before the Israelis struck, Jordan and Syria announced a unified military command under Egyptian leadership in case of a new war with Israel. Yet neither they nor any other Arab states came to your aid. Why? I got in touch with the Syrians on October 29 and told them not to intervene unless attacked. It could have given plotters a chance to create internal disorders. I counseled patience to all Arab states until after our withdrawal. But had we later counterattacked, Syria and Jordan would have joined us.

Do you believe that Russia's warning—rather than American or U.N. moral pressure—is what really stopped the British and French? By November 6, I think the British and French were eager for a cease-fire. Why? Because their plan for a quick success and a *fait accompli* had collapsed. They were surprised by our strategic withdrawal, by the will of Egypt's people to fight and by the reaction of world opinion. All these things stopped them.

If the Israelis were to attack again, do you think you could repel them without outside help? Yes I do. But if they had outside help again, I can tell you that Egypt also would have outside help this time.

Your military, political, economic and cultural association with the Soviet bloc really started with the 1955 arms deal. If the U. S. had sold you the arms first, what would be the situation in the Middle East today? Ask Mr. Dulles. I was building castles in the air in my relations with America. I tried in every way to be friendly—without being a puppet. But we were never consulted, never taken into your confidence. So now I know we must depend on ourselves, on our own sweat and hard work. I have had a lot of experience in the last five years.

In referring to your failure to get arms from the U. S., you once said, "There were strings on practically everything offered us." What did you mean by this? I meant the Mutual Security Administration with its special military missions, its inspectors, its pacts—all that sort of thing. You would have been controlling us.

But don't you have missions here from the Communist countries that have sold you arms? Only technicians who come to assemble some of the equipment. Our people go to their countries for instruction. Look—I don't mind missions if I ask for them, but I don't like them imposed on me as a condition of aid. Don't you see the difference?

Let's talk about your domestic problems. Last November, you issued a policy statement saying, "The primary and basic objective of the revolutionary government is the radical improvement of the economic and social conditions of the Egyptian people as a free and independent nation." What are you doing to further that objective? We need more industry, more trade, better agriculture. We must also have an army to defend ourselves. Then, we can press on with education and more social services. What are we doing? We have been doing our best in all these fields. And now, by nationalizing the Canal, we will earn the money to enable us to start building our big dam next year—for irrigation, first, for electrification later. We must have more land and more jobs for our growing population. In refusing us financial help to build the dam, you struck a blow against our country's development. But that's all right. We can do it ourselves. We will tighten our belts and do without certain luxuries. This silk necktie I am wearing—we don't need to import things like that. I used to smoke American cigarettes. Now I smoke Egyptian. Don't worry—we will make out all right.

Surely you could do even more if you didn't have to spend so much of Egypt's national income on armaments. Couldn't you cut down on military expenditures now that you have seen that aggression against Egypt will be stopped by the U.N.? We can't afford to be at the mercy of the Israelis and their supporters. Remember, it always takes time for the U.N. to act. Besides, only one fourth of our budget goes for defense. The proportion in America is much higher.

To what extent is your economy tied to the Soviet bloc? As much as it was tied to the Western bloc a few years ago. Is this an evil thing? We were down to one month's reserve of wheat last winter. We were short of petrol. We needed to sell our cotton. We went to you, but you turned us down. So then the Russians sold us wheat and petrol. They bought our cotton. They helped us survive. Yes, and they helped us escape domination by the West. How can I say that this is evil?

What did you mean when you said recently that the U. S., Britain and France are waging "an economic war" on Egypt? You froze our foreign currency; you refused to sell us wheat and medicines when we needed them; you tried to bring economic pressure on us to change our Canal policy. The difference between you and your allies is that they tried to kill us with bombs and you tried to kill us by "peaceful means"—by economic pressure and starvation. Both efforts have failed.

In your book, **The Philosophy of the Revolution,** ***you wrote, "Our aim must be to build up the Arab world into a unified family." Do you regard yourself as the logical leader of such a family?*** I do not think of myself as a leader of the Arab world, only as a symbol. Many Arabs feel that what we are doing in Egypt expresses their own aspirations. This is what I meant in my book.

Do you think Jordan can survive as an independent nation? I think it can. It has so far.

What about Africa? In your book you said, "Even if we wanted to, we could not keep aloof from the bloody and terrible struggle raging in the heart of Africa between five million whites and 200 million Africans." What bloody struggle? I meant the struggle against discrimination. We believe in self-determination, in equal rights. We want to see people living in peace and dignity. And being a part of Africa, we hope to see these things come true on our continent.

What do you think of the Eisenhower Doctrine, and what is

outside help this time."

your chief criticism of American foreign policy in the Middle East? I don't want to say anything about the Eisenhower Doctrine. I've been giving Americans my opinions about the Middle East for five years. It hasn't done any good. As I said before, I'm fed up. All I will say is that we are at a turning point in our relations with the West. I would suggest that you Americans try to get accurate information about this part of the world. Don't be superficial. It is to your own interest to understand the character of the Middle East.

In March, you told an Indian journalist that it was futile to trust the West. Do you think that your so-called neutralist partners—Tito and Nehru—would agree with this view? Would you trust someone who is stalking you with a gun? We were attacked by your British and French allies. We were threatened by Dulles. I read what they call me in the American press. What I am saying is, you make it hard for me to trust you.

But you are not worried about Russia's economic and political penetration in the Middle East? Look—American logic is different from ours. The West would not trade with us, would not sell us arms, froze our assets—so what did you expect me to do? It was a question of life or death for Egypt.

Let's get back to Israel for a minute. In an interview in March, you accused Israel of wanting to seize Egypt and turn your people out as refugees. You added, "We shall have to take drastic measures to guard our security against this menace." What kind of drastic measures do you mean? This sounds as if you were planning a preventive war. You mean preventive war, American-newspaper style? No. I don't believe in aggression. The world cannot afford any war that might turn into World War III. The danger is too great for everyone.

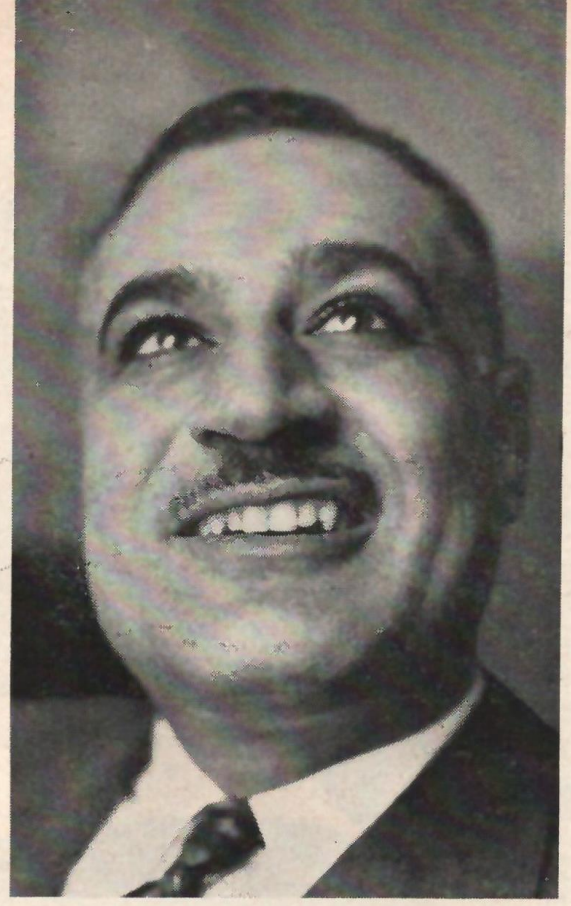
Either you destroy Israel or live at peace with Israel. Which will it be? Under what conditions would you end the "state of belligerency"? I have never called for the destruction of Israel. You will not find any such threat in any of my speeches—regardless of what the Zionist propagandists may say. As to peace, an overall settlement would have to take into consideration the right of the refugees to return to their land and the frontier problem. On the Israeli side, it would have to take into consideration their right to use the Canal and the Gulf of Aqaba. I do not know when such an overall settlement will be possible.

Two final questions, Mr. President. First, why is General Naguib under arrest, and do you ever see him? He was sentenced to ten years house arrest by a tribunal. No, I do not see him.

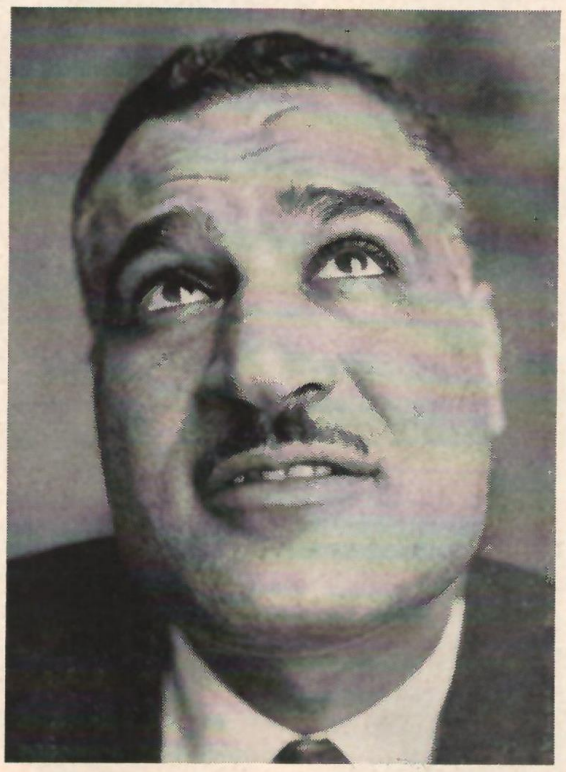
[*Editors Note: Gen. Mohammed Naguib was the leader of the council that deposed King Farouk in 1952. Nasser deposed him as president of Egypt in 1954 and placed him under arrest. This is the first time that he has revealed Naguib was sentenced.*]

Second, you have just said some fairly harsh things about America. Would you still like to visit our country some day? You know, I get about 1,000 letters a month from America—friendly letters that I like to read over whenever I become discouraged about your policies. If I have seemed harsh, it is only because I have tried to be honest with you. I certainly have nothing against the American people—quite the contrary. When I am not so busy—and who knows when that will be?—I would very much like to see America.

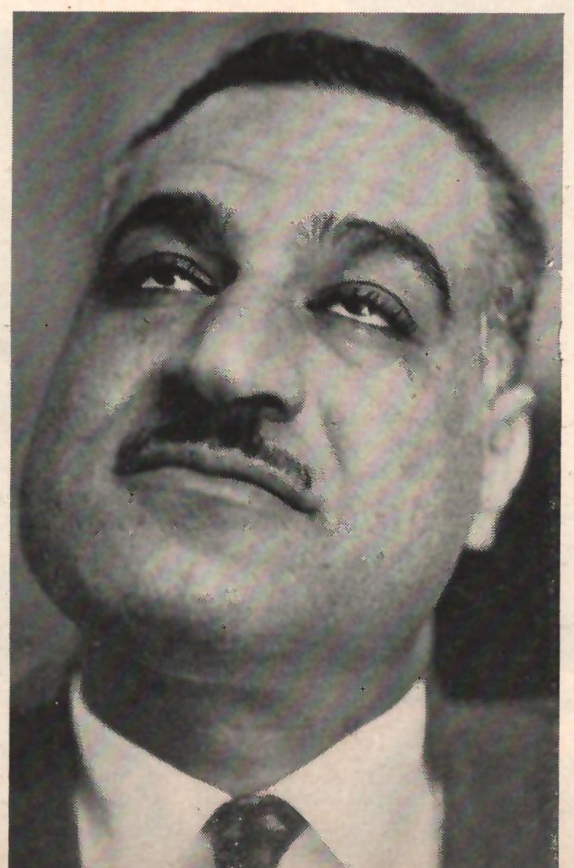
END



"I was building castles in the air in my relations with America. I tried in every way to be friendly . . . but we were never consulted, never taken into your confidence."



"We are at a turning point in our relations with the West. I suggest that Americans try to get accurate information about this part of the world. Don't be superficial."



Gaunt, grim-looking, the strong features of Braves' first baseman Joe Adcock reflect a deep resentment to bean-ball pitches and second-place finishes.

Ed Mathews, third baseman, jars Cardinals' Boyer with ball at the end of a successful rundown chase. The chases of the Braves after a first pennant for Milwaukee have had less satisfying climaxes.

Milwaukee and her Braves:

AN ANGRY TEAM, A MAD TOWN

THE MILWAUKEE BRAVES play at home in a continual World Series atmosphere, but atmosphere is the closest they've come to the World Series.

Since they migrated West from Boston in 1953, the Braves in four seasons have drawn a total County Stadium attendance of 8,009,952 on 271 dates. That averages an unprecedented, if not fantastic, 29,557. To Milwaukee and much of the Midwest, the Braves are habitual heroes. Yet, try though they may, they haven't repaid their fans with a pennant. They have finished second three times. Last year they should have won. Eleven defeats in their last 23 games caused them to be nosed out by the Dodgers by one game on the last day. Loyal fans still crowded Milwaukee's airport to greet their return.

Keen realization of such loyalty and of their own collapse, plus the managerial whip of Fred Haney, appear to have changed the Braves. At least the placidity of which they were accused during last year's struggle with the Dodgers and Redlegs is no longer evident. They have become an angry team. And their fans, if possible, are madder than ever.

Produced by TIM COHANE and I. R. McVAY

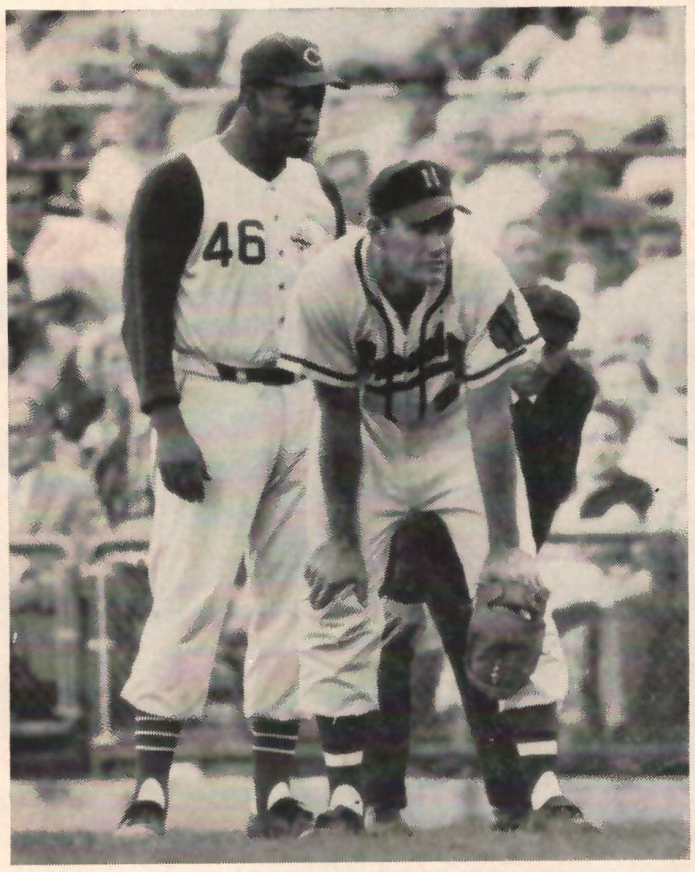
Manager Fred Haney faces the job of preventing the fire he has built from burning out.

Hope, foreboding, grimness, tension etch the faces of Milwaukee fans as Braves meet another crisis. In County Stadium, there's a crisis almost every play.

continued

Angular, muscular Adcock has hit home runs of record distance in Milwaukee, Brooklyn, New York. He hit .393 and 13 homers against Dodgers in '56.

Adcock, stubborn and strong, symbolizes Braves drive to smash Dodger regime



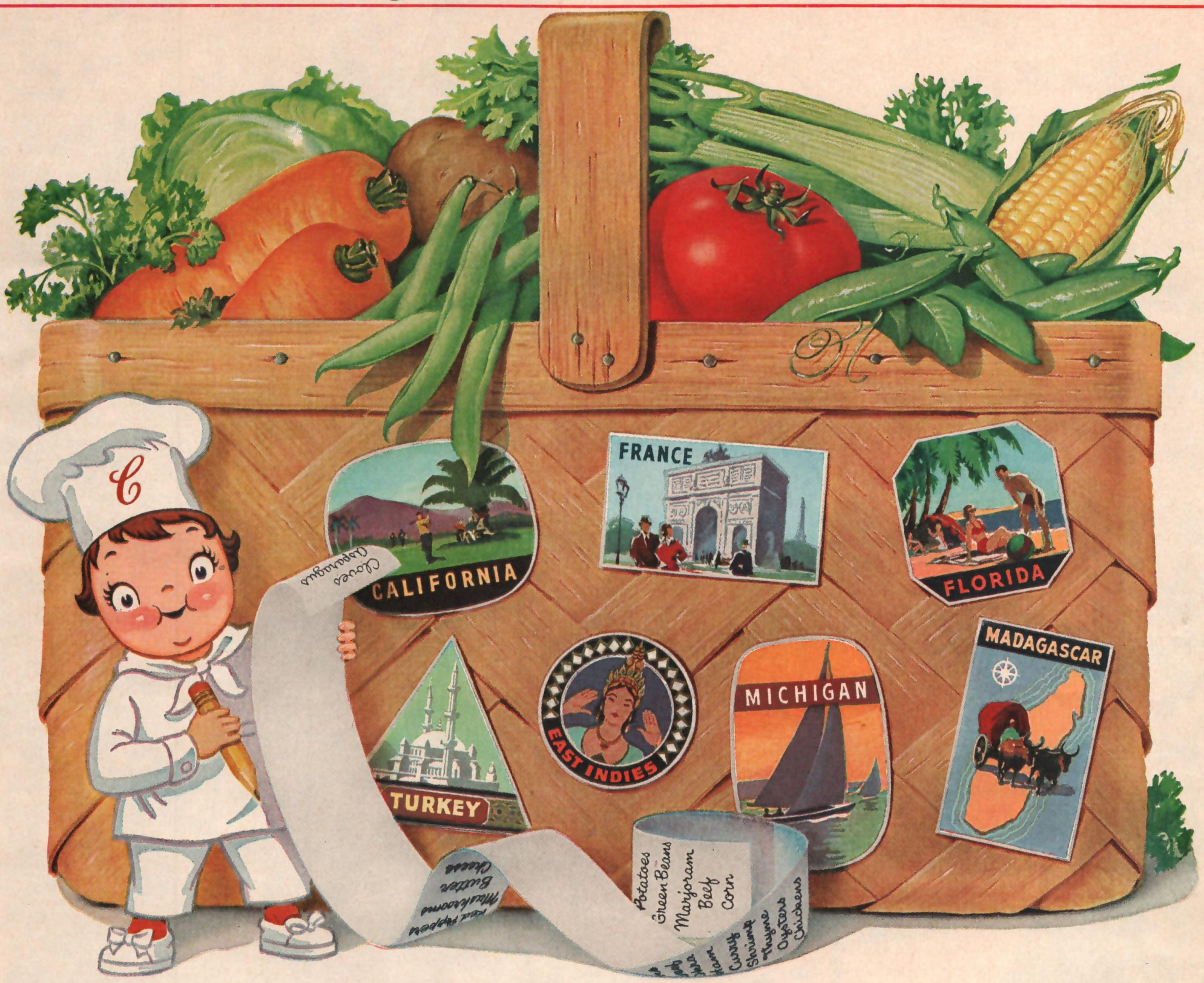
Adcock holds Cincinnati pitcher Brooks Lawrence close to bag. Braves feud with Reds as well as with Dodgers.

The power and fury of Milwaukee's drive to end Dodger domination finds rugged expression in the play of Adcock. His long-distance bat, his stubborn crowding of the plate and his lack of agility in untracking himself cause pitchers to throw at him often and occasionally hit him, sometimes seriously. But he's a bitter competitor, keeps challenging the pitchers and can't be intimidated. His sheer brute strength overpowers the ball: his 38 homers led the team in '56. Adcock contributes much to Milwaukee's excitement, always gives the fans a feeling of tense expectancy.

continued

Daily sellout crowds require presence of Milwaukee police, but the cops, too, are big fans.

"To make the best, begin with the best—then cook with extra care."



The Campbell Shopping List

We go to market in 48 states (and beyond) to bring you the finest flavors

If you could shop anywhere you wanted, you might go to Omaha for beef. To New Orleans for shrimp. And perhaps to some place in Wisconsin or New York for cheese.

Well, that's pretty much the way Campbell does it. Our buyers scout the entire country—and even reach overseas—in search of ingredients to use in creating finer flavors for you.

Science of shopping

While many things are grown especially for us by Campbell farmers, we do shop for over 100 different items to be used in Campbell Soups, Swanson and Franco-American Products. Our grocery list calls for everything from mustard flour to curry powder, from clams to hams.

A group of outside specialists works full time to see that nothing gets into Campbell's cupboards unless it meets Campbell's standards. A vegetable, for example, must be fresh, tender, and free of bruises to get past their expert eye.

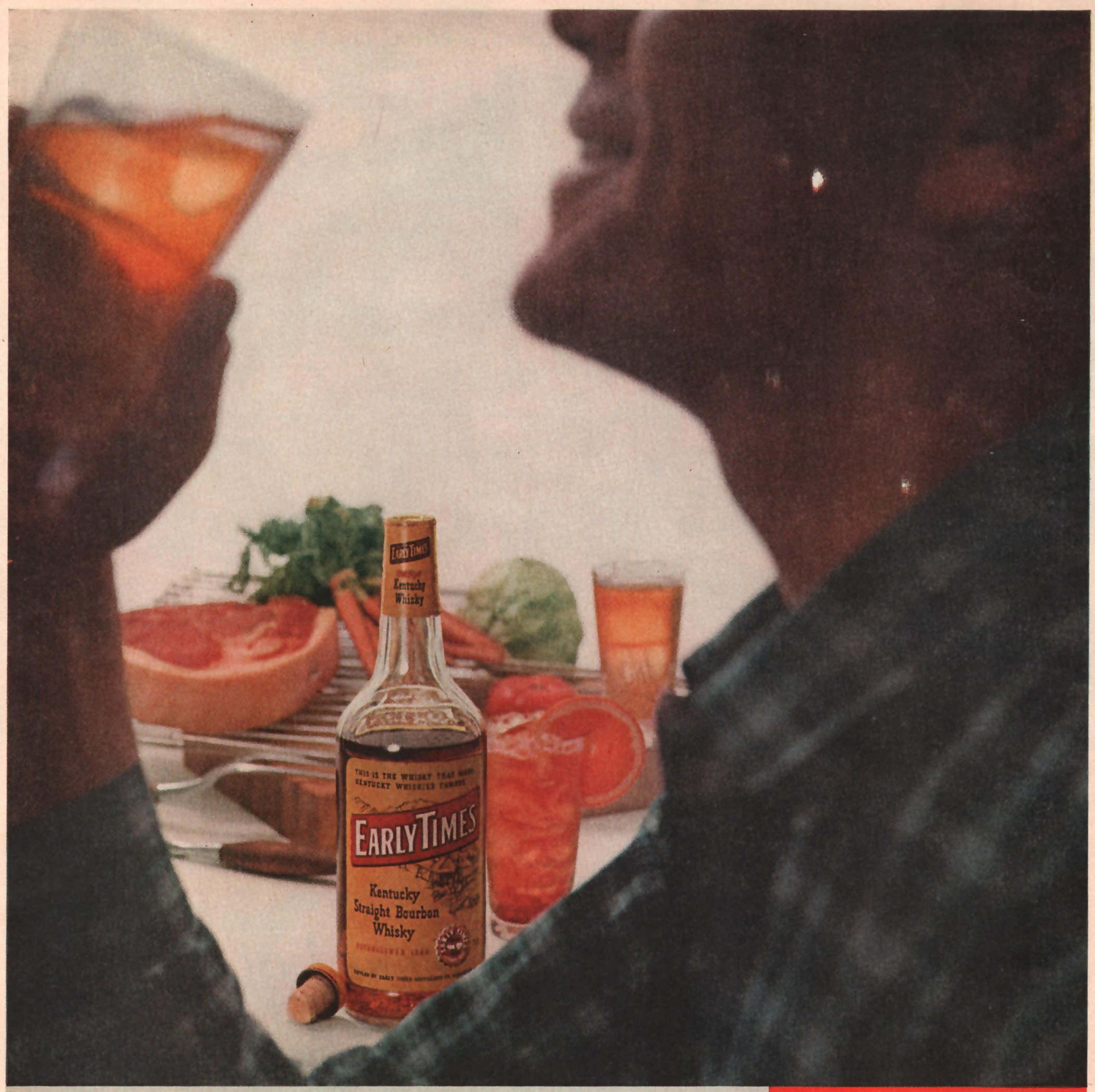
Besides being checked for tenderness, flavor, color and appearance, ingredients for Campbell are quality-tested by the very latest equipment. Corn by the Succulometer. Peas by the Tenderometer. Tomatoes by the Colorimeter. And other vegetables by Moisture Testers.

These additional tests help the specialists decide whether the vegetables are really Campbell quality.

Old-fashioned conscience

Such careful checking and rechecking takes extra time and trouble. But it's one of many reasons why things from our kitchens always seem to taste so good. As our motto says: "To make the best, begin with the best—then cook with extra care."

Campbell's

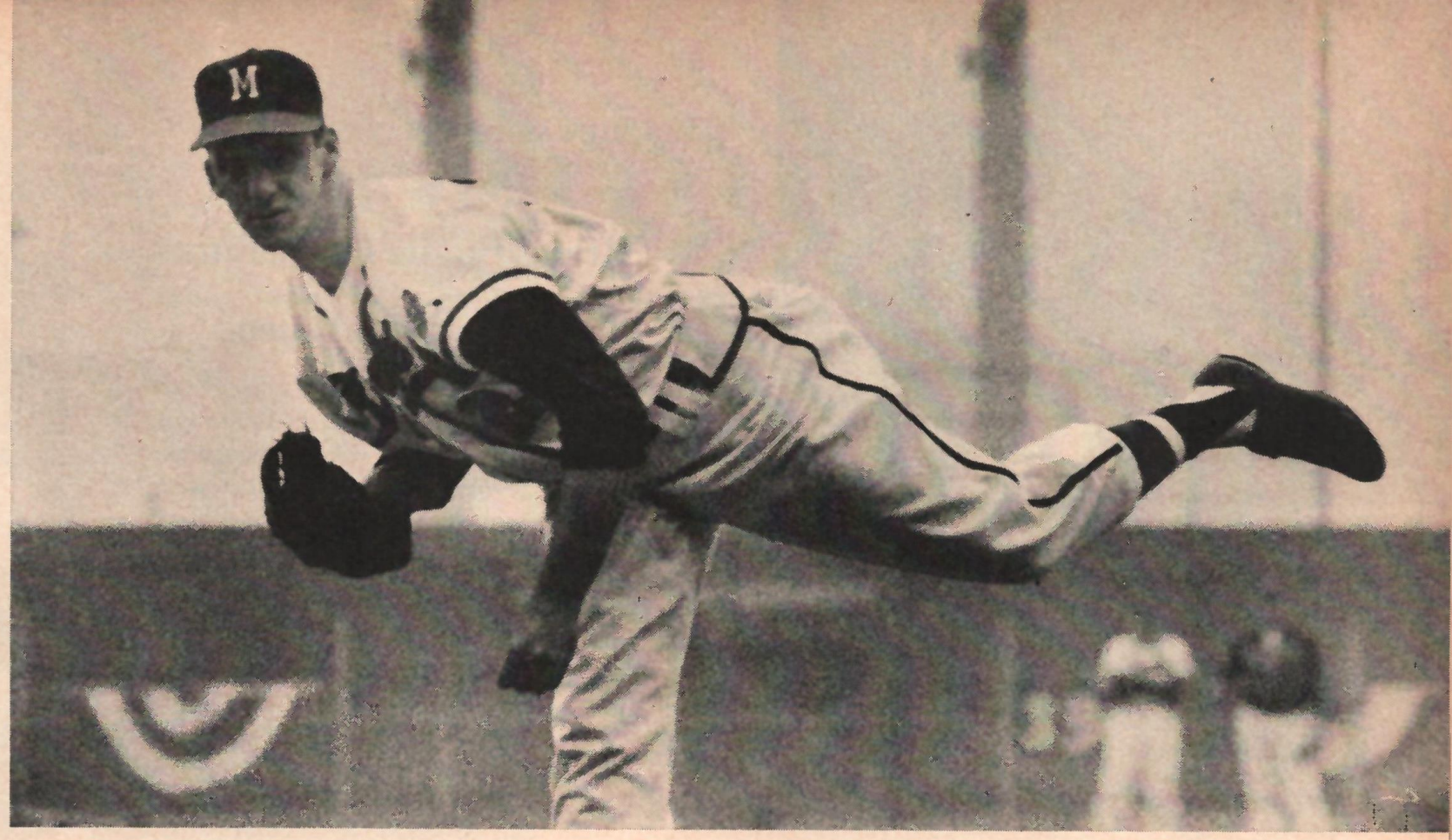


GOOD—so good it's remarkable **EARLY TIMES**

Early Times is so good that... Of all the hundreds of fine whiskies made in Kentucky, Kentuckians themselves overwhelmingly choose Early Times over all other straight whiskies. Try it yourself. You'll have better times with Early Times.

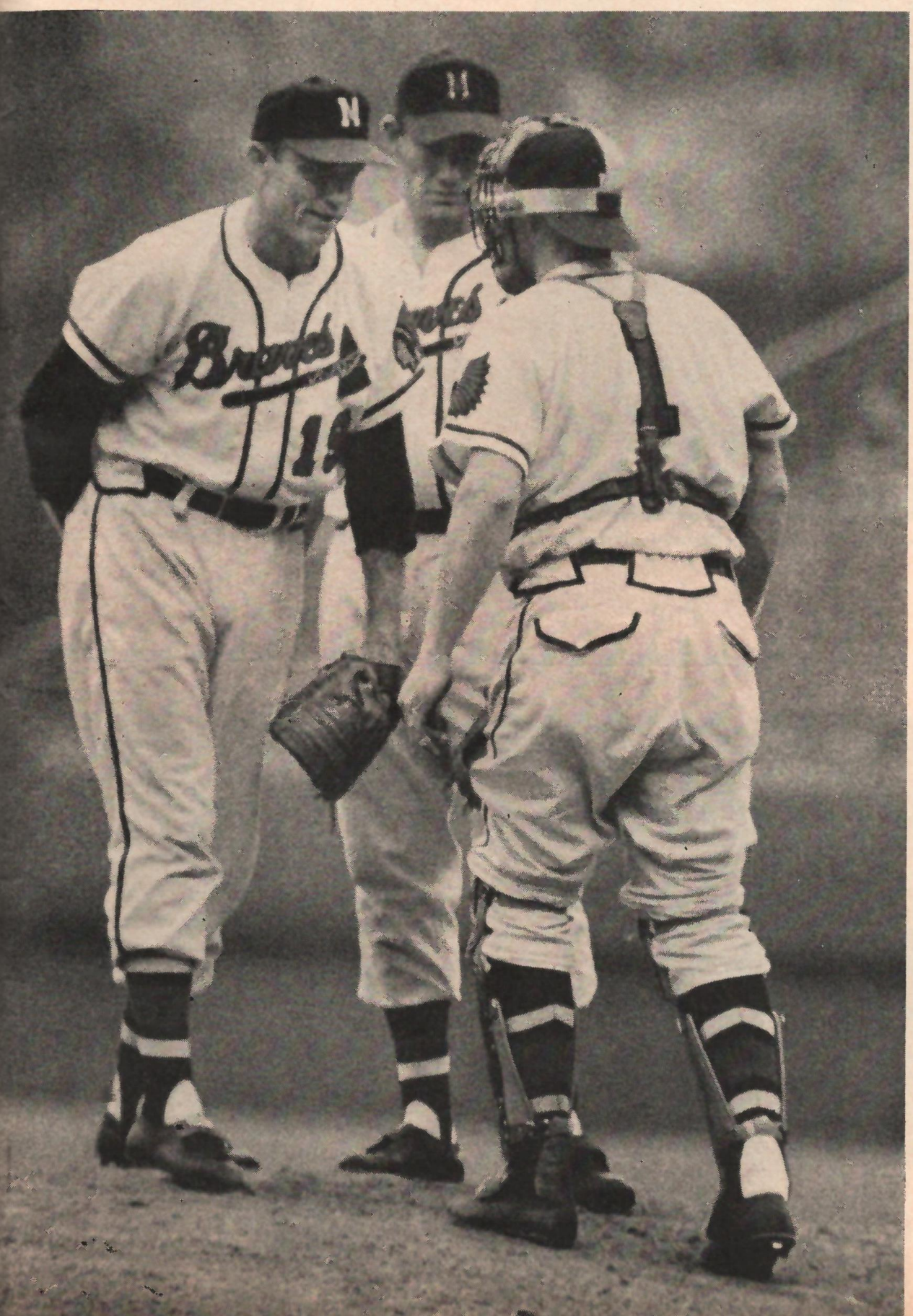
©ETDC 1957

KENTUCKY STRAIGHT BOURBON WHISKY • EARLY TIMES DISTILLERY COMPANY, LOUISVILLE 1, KENTUCKY • 86 PROOF



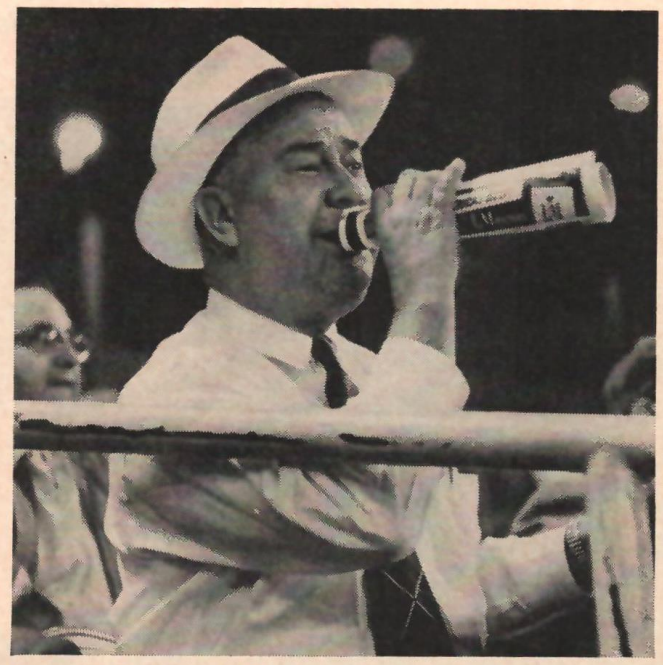
Spahn has won over 200 games for the Braves, and has had seven seasons in which he took 20 or more. His fast ball is not as swift as it was once but his curve, change-up, control and brains make him tough.

Red Murff, a helpful relief pitcher, huddles attentively with catcher Crandall and Adcock.



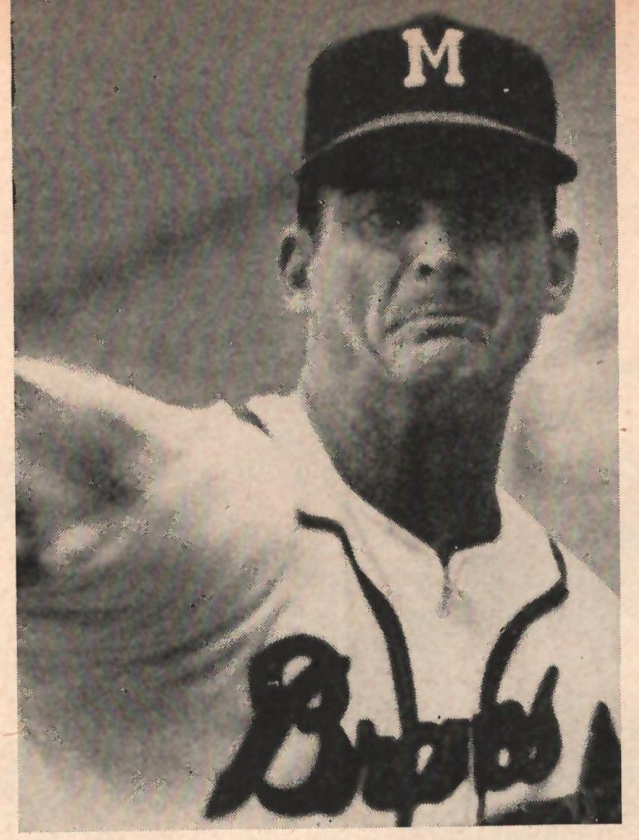
Pitching worth cheering is headed by Warren Spahn

Milwaukee has that indispensable for a champion: deep, solid, versatile pitching. The dean and headliner, one of the ablest left-handers in the game's history, is 36-year-old Warren Spahn, who's spent all 12 of his big-league years with the Braves. Spahn is supported by quality right-handers, including Lew Burdette, controversial "spitballer," Bob Buhl, who beat the Dodgers eight times in '56, improving Ray Crone and 6-feet-8 Gene Conley, who has suffered from recurrent back trouble. They get smart, aggressive catching from Del Crandall, who hits for a short average but a long ball, and is a favorite with the fans at County Stadium, as what Brave is not.



Life and times in Milwaukee are, on occasions, conducive to cheers and each man is his own cheerleader.

continued



Despite hand injury that slowed him the last two months, Buhl won 18 in '56 and could reach 20.

Brave homers and fans both clear the fences

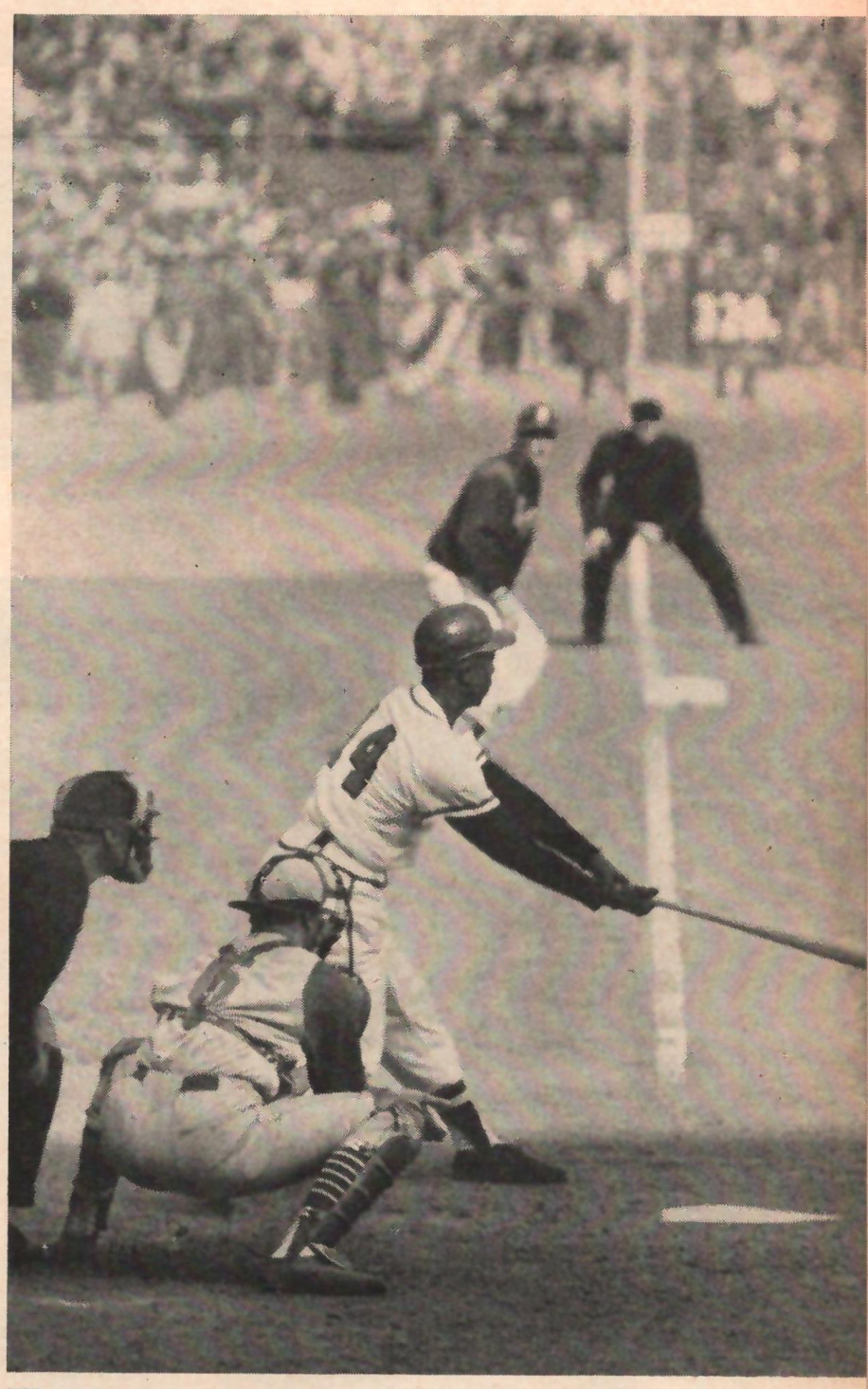
In support of their pitchers, the Braves produce plenty of home runs. Although the County Stadium fences are farther away than those of the other contenders, Adcock, third baseman Ed Mathews, outfielders Hank Aaron and Bobby Thomson and Crandall clear them regularly. The team hit 77 homers at home in '56, averaging more than one a game, and 100 on the road. For a fan, nothing spices up a game like a home run.

Another potential 20-game winner is Burdette, who, with or without a "spitter," collected 19 last season.

No slugger in baseball history at his age, 25,

The zeal of Braves fans knows few bounds. In a desire to congratulate the players, this lady supporter in

has hit as many home runs as strongboy Mathews, who blasted 190 from 1952 through '56.

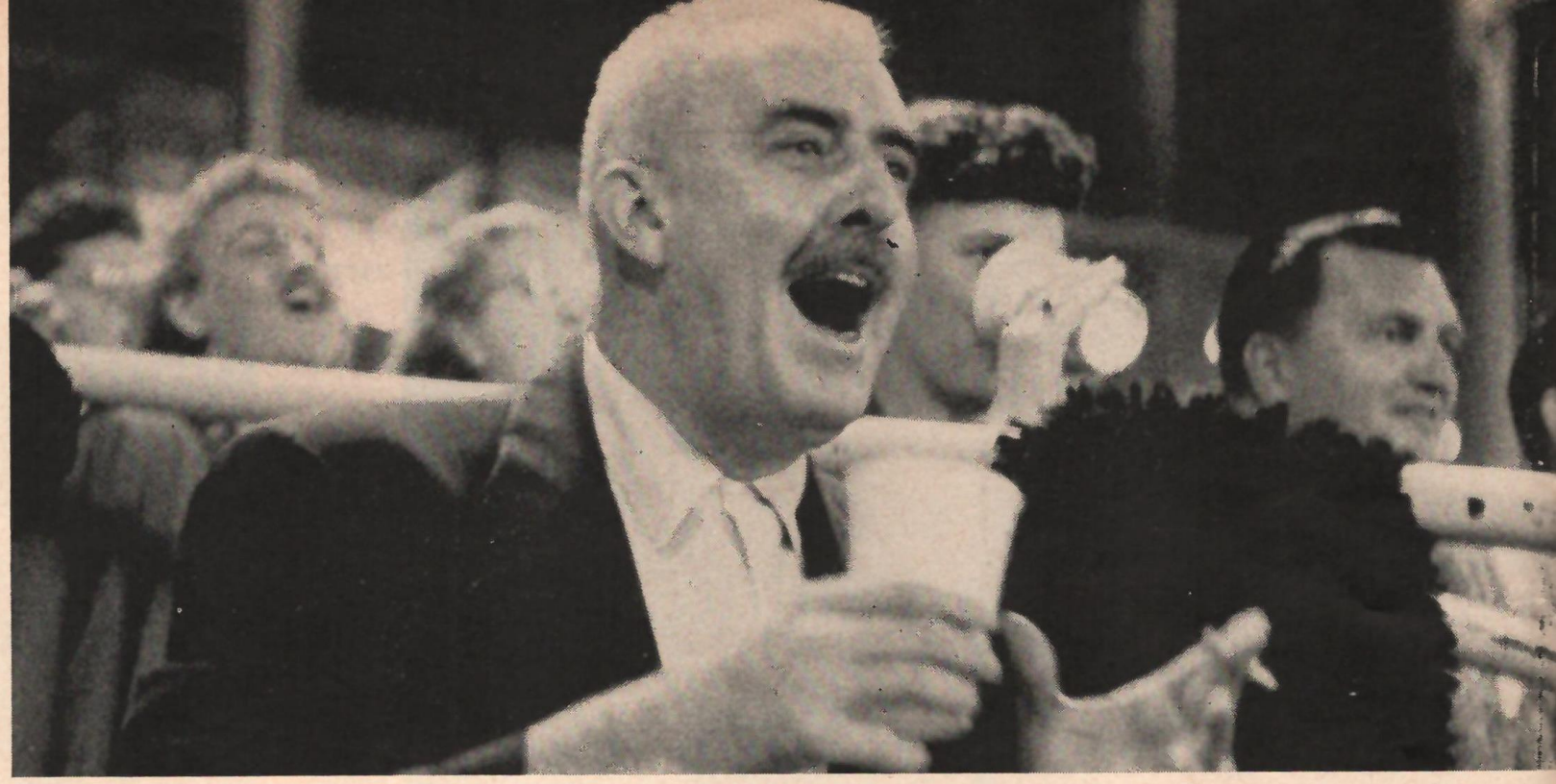


Whipping wrist action helps make Aaron a batting champion.

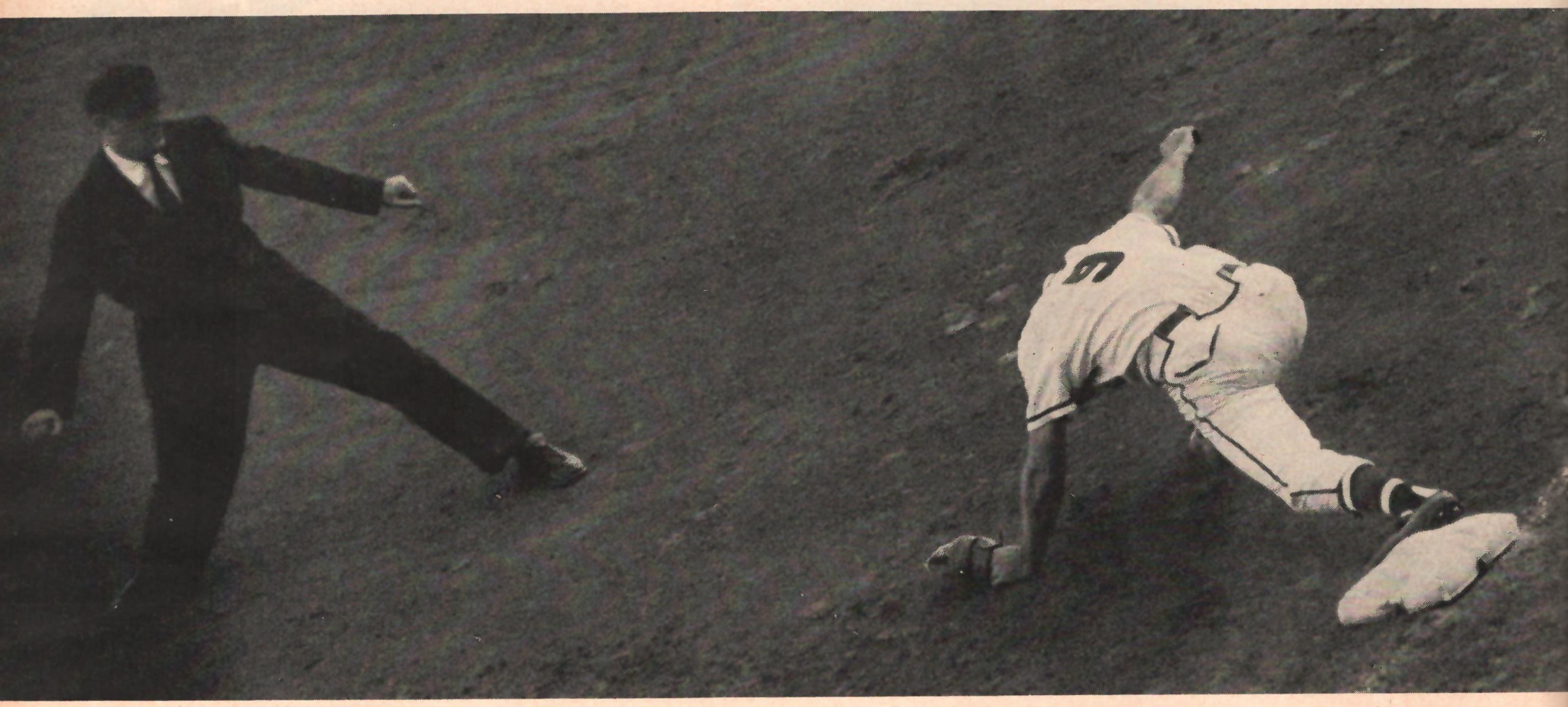
an earlier season vaulted onto the field. She was intercepted by an usher of tactful force.

continued

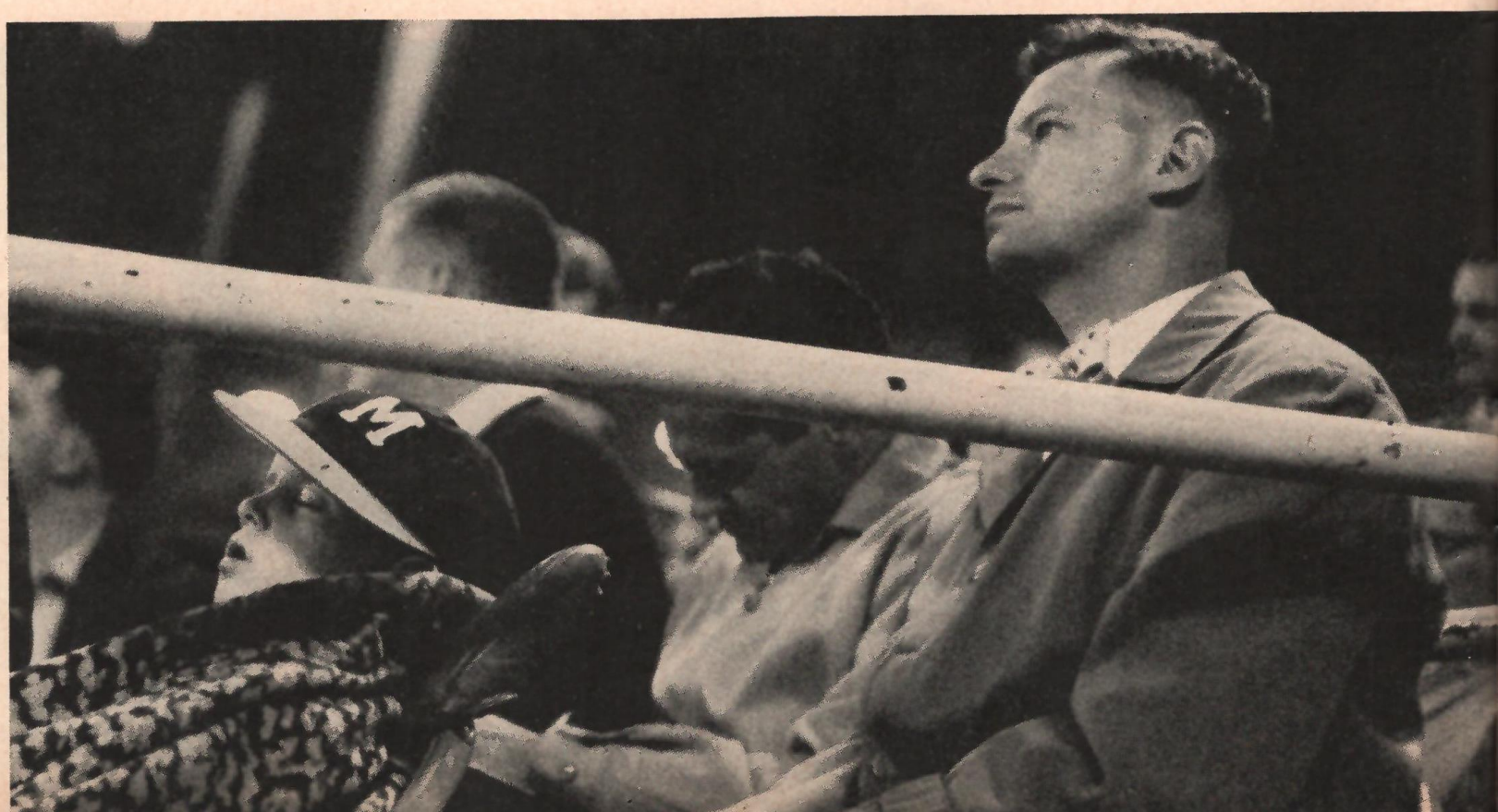
Sometimes, far, far into the night the Braves fans keep the pennant vigil



Jim Bird, founder and chairman of the Milwaukee Braves Boosters, could be giving the ump his special version of "the bird."



Adcock stretches to grab infield throw and still keep his foot in contact with first. Was the runner out or safe? Umpire Vic Delmore could be about to call it either way.



The bow-tied gentleman's expression suggests that the decision went against the Braves. But one young Brave, well robed against the night air, dreams of victory.

continued

Announcing New York Life's pace-setting

FAMILY INSURANCE PLAN

Covers you, your wife, your children—all in just one policy with a low monthly premium

Modern as the minute, this new insurance offers "family plan" convenience and economy. Taken out on your own life, the same single policy insures your wife and children as well—even covers children born later. If your family qualifies, here's the protection *each unit* of New York Life's Family Insurance provides:

FOR YOU—$5000 of permanent insurance which builds generous cash and retirement values.

FOR YOUR WIFE—$1250 of term insurance if she's your age—more if she's younger, less if older. Her insurance expires at your age 65* and can then be converted to permanent insurance. If your wife dies before you, her insurance becomes payable and, in addition, you receive $1250 of term coverage until you reach age 65.

FOR YOUR CHILDREN—$1000 of term insurance on each insured child which expires at his age 22 or at your age 65—whichever is earlier. At its expiration the term insurance on each child can be converted to as much as $5000 of permanent insurance.

OTHER SPECIAL FEATURES: Newly arrived babies from the age of 15 days to 6 months are covered for $500—and, after 6 months, for $1000—at no increase in premium. Automatic waiver of premium on you and double indemnity on both you and your wife are also included. What's more, if you die, the term insurance on your wife and children becomes *fully paid up!*

So why not make both present and future more secure for your entire family this easy, economical way? Ask your New York Life agent how you can insure yourself, your wife and your children all under this one new low premium plan—Family Insurance. Or write to New York Life's Home Office at the address listed here.

HERE'S THE LOW MONTHLY PREMIUM FOR EACH UNIT OF FAMILY INSURANCE

Father's age at issue	Premium for each unit	Premium for each unit if under Check-O-Matic®†
25	$10.70	$10.30
30	12.17	11.72
35	14.08	13.56

Dividends can be used to reduce premium payments. Plan available throughout the United States and Canada (except in Massachusetts).

*All expiration dates occur on policy anniversary nearest age shown.

†Check-O-Matic® is New York Life's special monthly premium payment plan.

New York Life Insurance Company

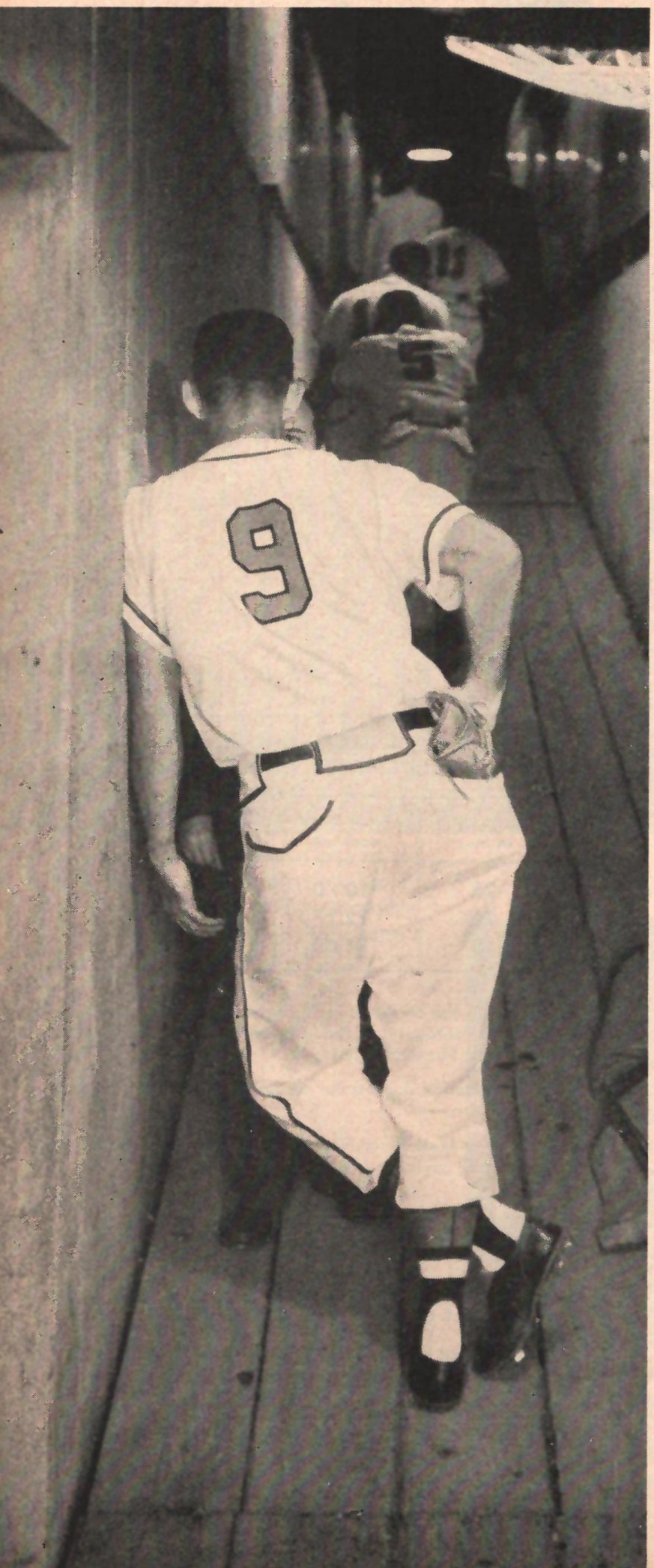
Dept. K-26, 51 Madison Ave., New York 10, N. Y.
(In Canada: 320 Bay Street, Toronto, Ontario)

Life Insurance • Group Insurance
Accident & Sickness Insurance
Employee Pension Plans

THE NEW YORK LIFE AGENT IN YOUR COMMUNITY IS A GOOD MAN TO KNOW

If the Braves again miss the pennant, will Milwaukee's rabid fans keep showing up?

Adcock is interviewed in tunnel connecting Braves dugout and clubhouse. It is a long, dark tunnel, but the trail to the World Series is longer and sometimes a lot darker.



Another capacity crowd of 43,000 heads home from County Stadium in the gloaming. By foot, car, train, plane—from Milwaukee, other sections of Wisconsin and even adjoining states—in four years the fans have set the four highest all-time National League season attendance totals. Three times, the totals exceeded 2,000,000. This year they might top the record—2,131,388 in 1954. A solid industrial economy and the absence of other diversions indicate that the Braves will still draw well, even if they fail again to win the pennant. The fans might really get angry—but not angry enough to stay away.

END

Love is a game any number can play . . . especially in the afternoon . . .

1. *"How many men in my life before you, Mr. Millionaire? I will itemize them . . .*

2. *"Item 1: a red-headed algebra teacher—who first called me Miss X . . .*

3. *"Item 2: a very sweet boy who is now a missionary in French Equatorial Africa . . .*

4. *"Item 3: a riding instructor—formerly a Cossack. Item 4: an English duke . . .*

5. *"Items 5 through 9 inclusive cover a bicycle tour I took with a group of exchange students . . .*

6. *"Item 10: a businessman from Brussels . . . Item 11: the chauffeur of the businessman . . ."*

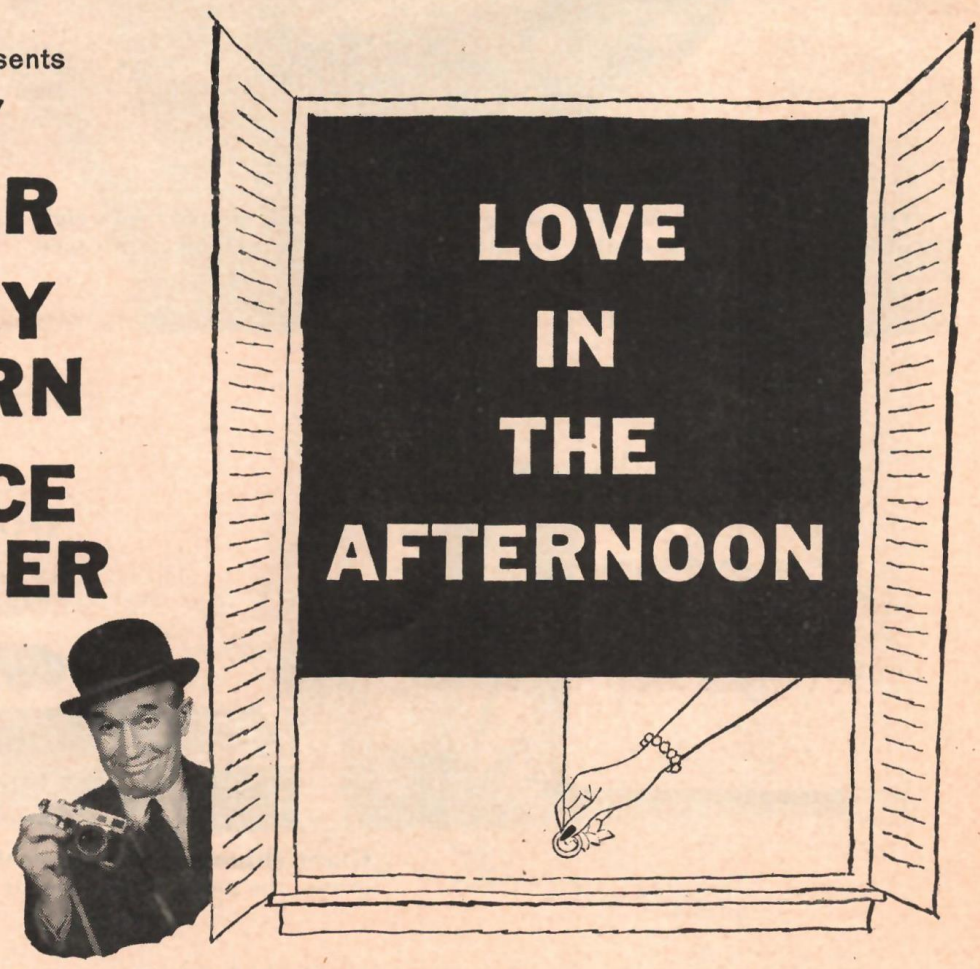
In any other city...at any other time...the American millionaire would have known she was only pretending to be as experienced as he was...but this was Paris... in April . . . in the afternoon!

ALLIED ARTISTS presents

GARY COOPER

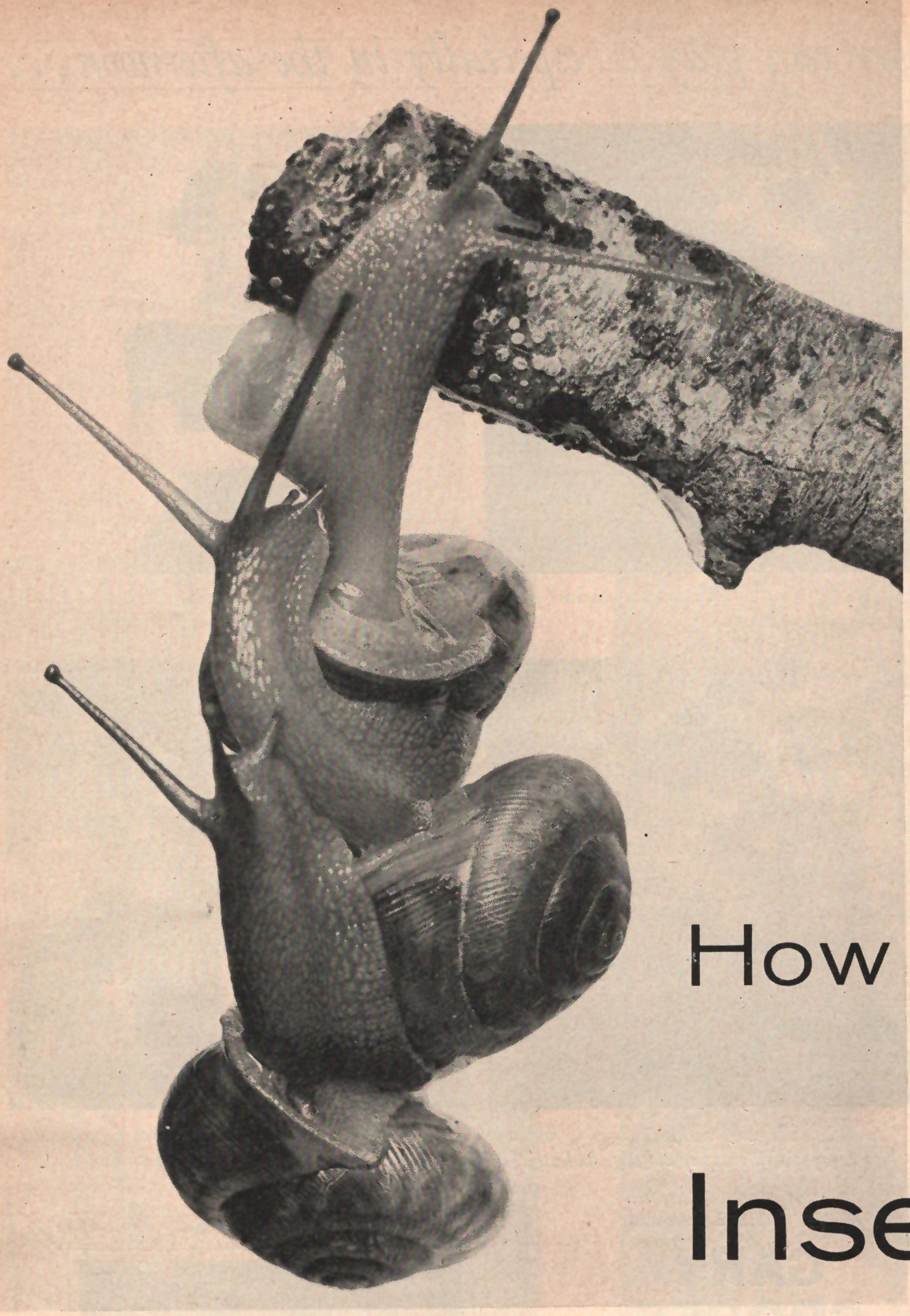
AUDREY HEPBURN

MAURICE CHEVALIER



Produced and Directed by BILLY WILDER

With JOHN McGIVER • Screenplay by BILLY WILDER and I. A. L. DIAMOND • Based on Novel by CLAUDE ANET • Musical Adaptation by FRANZ WAXMAN

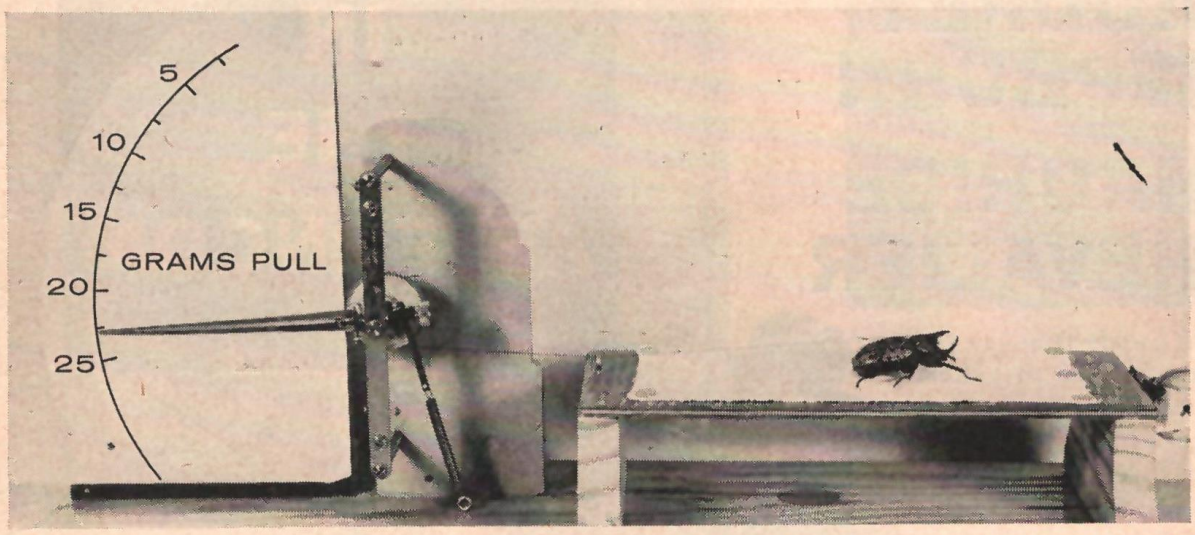


How strong are Insects?

READERS OF science-fiction have long been familiar with insects of human size which can toss office buildings around. It is true that insects can perform amazing feats of strength, but if they were the size of a man, would they really have such great strength? A 150-pound man can barely lift his own weight, while a .0028-gram ant can lift 52 times its own weight. Yet strength comparisons based simply on weight-ratios do not tell the full story.

Insects do have a slight advantage of leverage because they have exoskeletons (their skeletons are on the outside). But that is a minor factor. What gives them their relatively startling strength is that they have short muscles. Muscle strength depends not on the length of the muscle but on its area of cross section. If the insect grew larger, the lengthening of its muscles would not mean a corresponding increase in strength. Man-sized insects, therefore, would be little stronger than man, science fiction to the contrary.

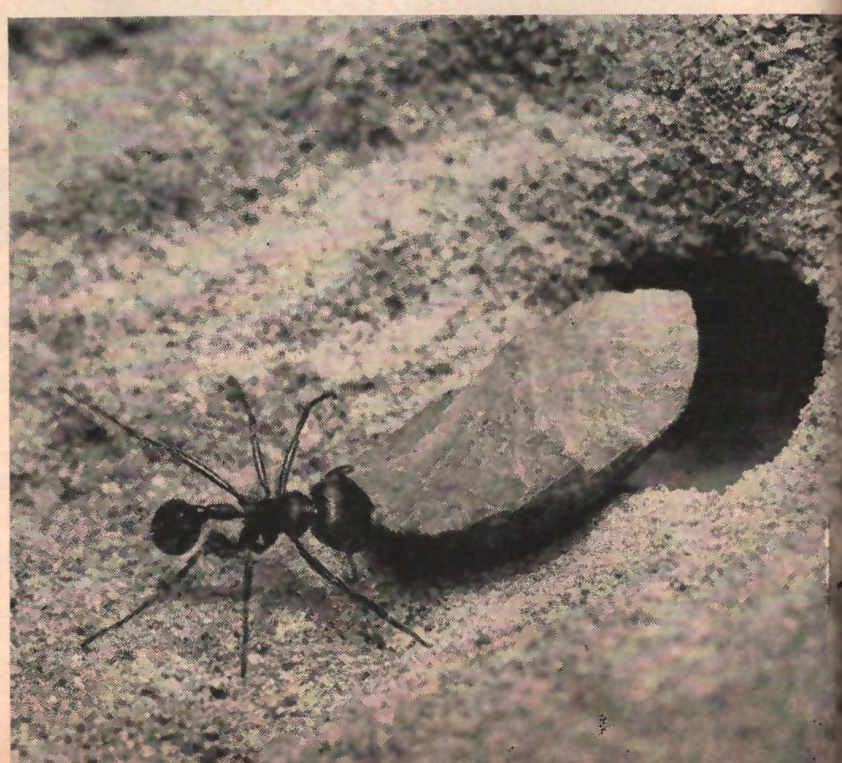
One snail supports two. The average man could barely support the weight of another man in a similar situation. much less the weight of two men.



Giant rhinoceros beetle is strong, but the bigger it grows, the more its relative strength diminishes.

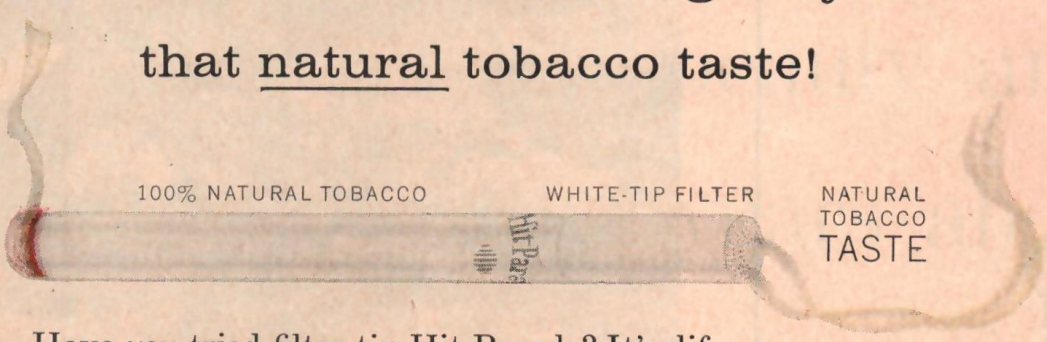
continued

Harvester ant pulls a stone, which is 52 times its own weight, from its nest.



Smoke white-tip filter **Hit Parade**

Hit Parade is one filter cigarette with 100% Natural Tobacco—to give you that natural tobacco taste!



Full king size

Have *you* tried filter tip Hit Parade? It's different! Draws easy. . . smokes mild . . . tastes great. Full king size. Buy a pack today!

© A. T. Co.

"Tobacco is our middle name" *The American Tobacco Company*

Hopping and wrestling insects aren't really superhuman

Grasshopper leaps several feet. But if it were as big as a man, its hop wouldn't be proportionately as long.

Stag beetles assume a wrestling posture. A human wrestler facing a man-sized specimen would find his own strength almost equal to the insect's.

END

ENJOY GREAT TV ENTERTAINMENT FROM PLYMOUTH! The laugh and love hit of the year, "DATE WITH THE ANGELS," with Betty White, and Lawrence Welk's "TOP TUNES AND NEW TALENT."

His love of sports cars . . .

Her love of beauty and comfort . . .

are "married" in the years-ahead Plymouth

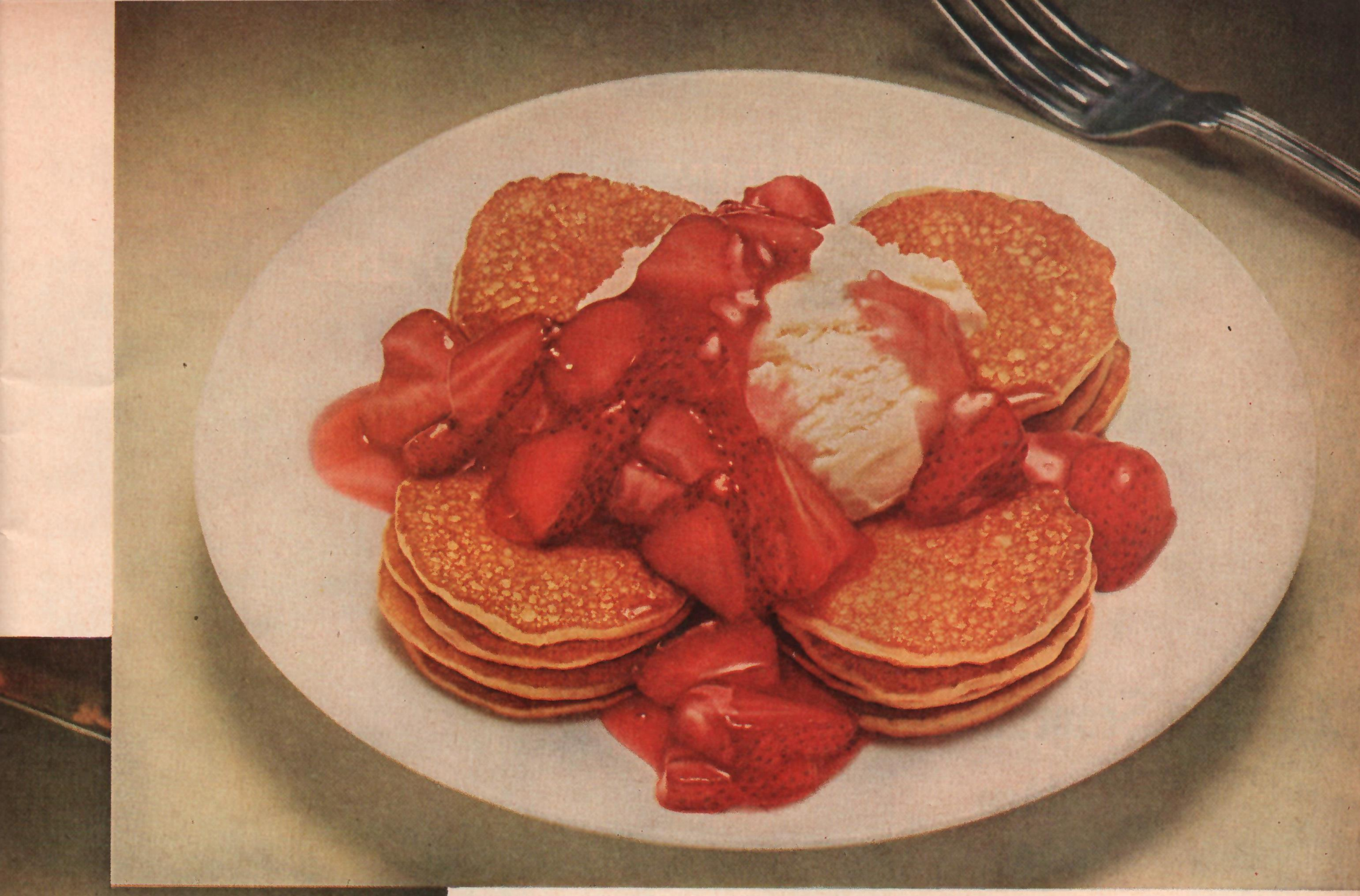
3 full years ahead of the "other two" with revolutionary new Torsion-Aire Ride . . . choice of five great power plants including the terrific new FURY V-800 engine . . . new sports car handling . . . Flight-Sweep Styling, the new shape of motion. *See it today at your Plymouth dealer's!*

I love Summer!

...**because** maple sundaes are so good—and I can make such scrumptious ones at home with Log Cabin Syrup. It has real maple flavor, you know, because it has real maple sugar in it!

...**because** summer-style waffles are *so* inviting . . . served with cool ice cream and Log Cabin's real maple goodness. Golden brown Aunt Jemima waffles—the crispiest, lightest ever!

June Is Dairy Month



. . . **because** summer's fruit and ice cream make such an elegant excuse for serving my favorite little Aunt Jemima pancakes. So easy to fix—and so light—they're just right for dessert.

A product of General Foods

A product of The Quaker Oats Company

WONDERFULLY...

your gin drinks COME TO LIFE

with Seagram's, "the gin with the golden touch"

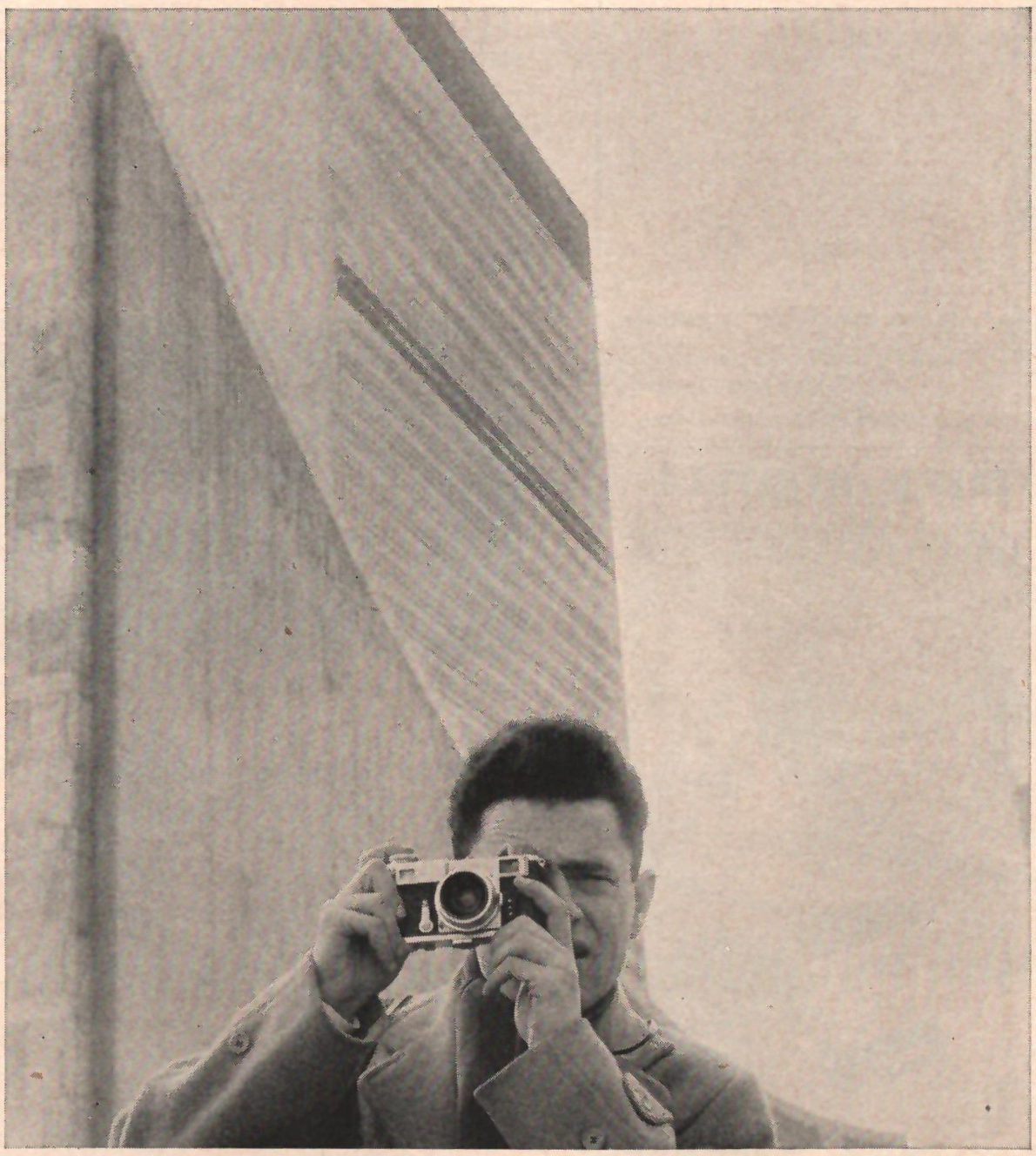
MODELS SCULPTURED BY DERUJINSKY • SET CREATED BY TED TINKER • PHOTOGRAPHED BY EDWARD PATSTON

SEAGRAM DISTILLERS, NEW YORK

A Hungarian photographer, after years of seeing and hearing Communist interpretations of New York, U. S. A., takes a look for himself and tells, in his own words, how

The Comrades lied to me

By GABOR HORVATH



Former Freedom Fighter, Gabor Horvath, stands before United Nations to record his new life.

I knew New York only from picture post cards and from Communist illustrated magazines and propaganda films—behind miserable slums, big skyscrapers . . . the Negroes lynched on the street . . . fat capitalists have orgies . . . the working man sleeping on a bench in a park, a New York *Times* over him. I can tell you sincerely, I was afraid a little to come here over, and I come only when I see it is possible that if I don't like it, I can go back. This was my first good impression—to have the freedom to come here and go back. Try only to go away from Russia if you do not like it.

continued

People try it...

and they like it...

...and they call for it again and again!

Hey Mabel...

Black Label

CARLING BLACK LABEL BEER

The best brews in the world come from Carling

The premium beer at the popular price!

CARLING BREWING CO., Cleveland, Ohio, Belleville, Illinois, Frankenmuth, Mich., Natick, Mass.

Start your puppy right!

Worm him at home in ten seconds this easy way with

Sergeant's® WORM-AWAY

Large roundworms rob your puppy of the nourishment he needs for a healthy, happy life.

Now, with Sergeant's New Worm-Away, you can worm your pup right at home—easily, safely, without any messy after-effects. JUST MIX IT WITH HIS REGULAR FOOD!

Sergeant's New Worm-Away, like any other Sergeant's product, has been clinically tested by consulting veterinarians. It's safe! It's effective! ONLY 98¢

After your puppy is safely through the first 6 months, worm him with Sergeant's Sure Shot (for dogs over 10 pounds) or Sergeant's Puppy Caps (for dogs under 10 pounds). These protect him against *both* the large roundworms which steal his food and the common hookworms which suck his blood. ONLY 75¢

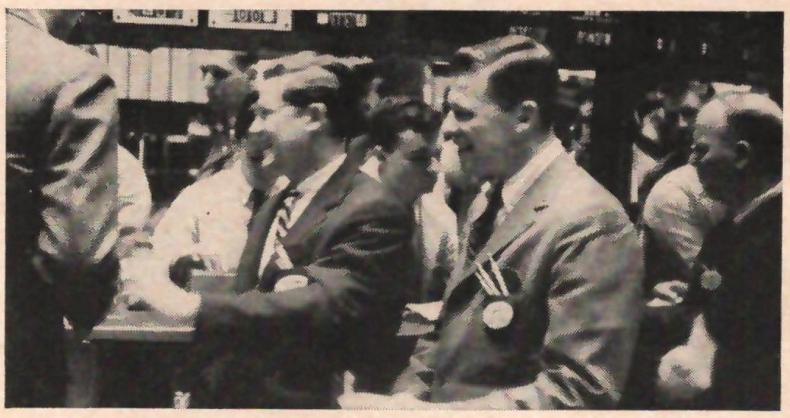
Get these Sergeant's products at any drug or pet counter. Ask for a *free* copy of the 36-page Sergeant's Dog Book. Or write

Sergeant's® Richmond 20, Virginia

the most esteemed name in pet care products

Comrades, no one want your *Pravda* on free U.S. street.

Many things surprised me here of what the Communists told me and what I find. I could not believe it there was a Soviet propaganda newspaper on the New York street. Comrades, you told me it is only capitalist newspaper full of blood, cruel and pornographic. And I saw here the latest *Pravda*. I stayed there one hour to take a picture before anybody buy it. Nobody does it, Comrade. Nobody.



Wall Street imperialist murderers? Take a good look, Comrades.

What is the "capitalist dogs" really doing at the Wall Street stock exchange? Sincerely, I was afraid to go to see what. I believed the Communist cartoons of capitalists—fat man, unfriendly . . . in one hand, atomic bomb . . . in the other, champagne and worker blood. But, Comrades, I find there very nice and friendly people who makes jokes with other ones. Instead champagne, they are drinking coffee or water. And they have their troubles too.

The American people is bad, selfish and unfriendly. Communist and other Europeans too told me this. Well, we shall see. I asked a subway conductor for directions. He not only told and showed where I shall go, he invited me to his family for a real Hungarian goulash. I have now good friend in conductor 13619, Mr. Russo.

continued

Poor, oppressed U.S. worker home, Comrades. You should be so oppressed.

bronztan

PROTECTS—even *after* swimming

...and you get a glorious tan!

- BRONZTAN *stays on the skin* — even after swimming.
- Exclusive silicone ingredient Dura-Sil* gives the longest sun protection yet known.
- Many people who could never stay in the sun before write us that BRONZTAN allows them to *tan safely*.
- BRONZTAN is safe even for baby's delicate skin.
- BRONZTAN is cool, refreshing, non-drying . . . and sand won't stick.
- BRONZTAN helps prevent peeling.
- In smart plastic cylinder. (No dangerous glass to break.)

*Trademark — active ingredient developed by Shulton Pharmaceutical Division

At leading department and drug stores. 1.25 plus tax

SHULTON
NEW YORK • TORONTO

Comrades lied
continued

With your lies, Comrades, yes you make of me afraid of many things with New York at first. But now I love this city like a woman I cannot get. The whole of the world is here and the freedom to live of it and I am not afraid now, Comrades, to cry liars. You lied to me about the Negroes. I didn't see no one to be lynched on the street. Negroes with

Lynching? At New York University, Negroes and whites together.

white people I saw learn together in the New York University. I saw Negro boys playing with white children together. I saw in the subways all together. I know in all USA is not perfect. But I see a great free people spirit. I think all the American people they have from USA history some of the Freedom Fighter spirit in them and I love it to find it here.

The workers, Comrades. What lies you told me about them. I have seen the oppressed worker quarters. And let me tell to you they are such poor people they have not money to the subway, they must buy a car. Also, is possible in the USA for workers to have strike and live. You tell me, Comrades, that the capitalists buy the policemen to beat up the workers. I tell you that the trade unions are with so much freedom that when I want to take pictures of the ballet they say only if I pay for the whole worker crew. I say I

"Pass them by," shout free strikers before night club. And some people do.

have not need of whole crew, I have need of only ballet dancers. They say you must pay of trade union crew anyway, me and capitalist owners, unless they strike. How is it at home, Comrades? Are the strikers of the Revolution with life now?

Make fun of a general in Hungary sometimes.

American culture is not existing, you told me. Only abstract and decadent painters are on the empty galleries. Sex perversity and cruel blood baths in the American films you said. Only hot jazz here and rock and roll and jitterbug. All lies, Comrades. There is here culture and good entertainment of free people. Like in the Bon Soir nightclub I see a comedian make a parody of General MacArthur. I thought he will be arrested or interned or slave labor. But nothing will happen with him. What will happen, Comrades, with the Hungarian comedian who should make some jokes of Marshal Zhukov?

Lie if you want to, Comrades. I don't listen to you more. I listen of whoever I want now. I am free and I think I shall stay here and free.

END

I crossed your prison Hungary border once, Comrades. But never again.

Brownie Movie Camera, *f*/2.7, only $29.95—most popular movie maker in the world!

From Kodak! A Brownie Movie Camera at the lowest price ever—only $29.95

Get all 3 movie views with Kodak's new Brownie Movie Camera, Turret *f*/1.9. A twist of the turret gives regular, wide-angle, or telephoto view. Three-lens range at a one-lens price. $79.50 complete—or $7.95 down!

Now color movies are as inexpensive as snapshots—and every bit as easy to take!

Vacation days coming up? Then bring back all the action, all the color, all the *fun* the way millions of families do—in home movies.

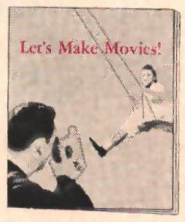
Today, Kodak brings you home movies at low snapshot cost. Kodak's precision-built Brownie Movie Cameras start at only $29.95—the lowest price in Brownie movie history!

And you save on film, because these new Brownie movie makers use economical 8mm Kodachrome Film; actually get up to 50 average-length scenes on a single roll!

New Brownie cameras make home movies snapshot-simple, too. Just match the exposure dial to the light condition—aim and shoot.

Sound exciting? See for yourself. See the new Brownie Movie Cameras demonstrated at your photo dealer's. They're priced from only $29.95—or as little as $3 down. They're made by Kodak—so you know they're good. (Prices are list, include Federal Tax, and are subject to change without notice.)

FREE BOOKLET!
"Let's Make Movies" tells you all about home movies. See your Kodak dealer, or mail coupon to:
Dept. 6, EASTMAN KODAK CO., Rochester 4, N. Y.



Name_____

Street_____ Zone_____

City_____ State_____

My regular Kodak dealer is:

_____

EASTMAN KODAK COMPANY . . . Rochester 4, N. Y.

Kodak
—a trade-mark since 1888

TWA, pioneer in aircraft development, now proudly announces the largest and most luxurious airliner ever built—the JETSTREAM! This great Lockheed Starliner flies at higher altitudes, over weather, and can even take advantage of the jet stream—the smooth winds of the upper air. Its giant wingspread (half the length of a football field) makes the JETSTREAM capable of flying from Los Angeles to Paris *non-stop* with fuel to spare. We invite you to experience the pleasure of JETSTREAM flight *soon* . . . coast-to-coast and overseas.

TRUE LUXURY. *Jetstream* interiors are cheerful in color, roomy, tastefully appointed. Each plane features an original mural by famed artist Maric Zamparelli. And above all, with engines placed farther out on the long, jet-type wing, your trip will be much quieter, decidedly more restful.

finest in the skies!

JETSTREAM*

RESERVE NOW FOR FIRST FLIGHTS! Daily non-stop service starting soon between New York and Los Angeles . . . daily non-stop from New York to Paris and on to Rome . . . daily non-stop New York to London and on to Frankfurt. Also service to San Francisco, Chicago, St. Louis, Philadelphia, Washington, Kansas City, other U.S. cities and to other world capitals abroad.

For information or reservations, see your local Travel Agent, the nearest TWA ticket office or write TWA at 380 Madison Avenue, New York 17, N. Y.

FLY THE FINEST

FLY TWA

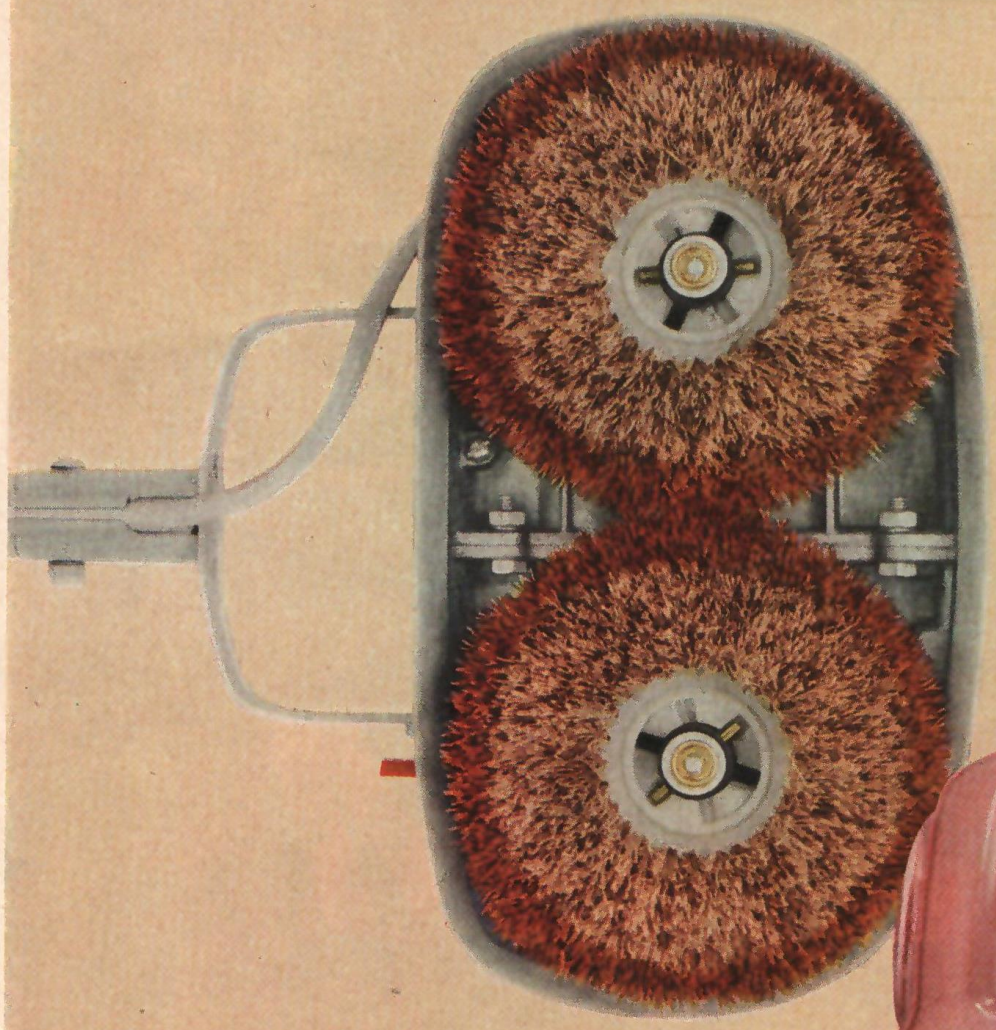
**Jetstream* is a service mark owned exclusively by TWA*

© Trans World Airlines, Inc.

From **HOOVER**—*the specialists in floor care*

Now. . . a floor polisher as easy to use as a vacuum cleaner

—light and trim, yet packed with power—scrubs, waxes and polishes without switching brushes
—gives you hand-rubbed floors without the work



"Automatic" scrubbing and polishing. The new Hoover does all your hard-surface floors for you—wood or linoleum, vinyl or cork, tile or concrete. As easy as walking —all you do is guide it.

Exclusive! No messy brush changing. New Do-All Brushes scrub, wax, polish and buff. There's no need to change brushes or dirty your hands between operations.

Makes heavy polishers old-fashioned. Light, trim and powerful. Handles as easily as the newest vacuum cleaners. Magic Handle switches polisher on and off.

See the cleaner that walks on air—the new Hoover Constellation.

New Hoover® Polisher $49.95

Plus excise tax

The big Tacoma cleanup

What happened when a great Northwest city finally cleaned its linen and kept it clean

By BEN KOCIVAR LOOK STAFF WRITER

TACOMA, Wash., a city that once prided itself as the "lumber capital of the world," had until recently another reputation not nearly so illustrious. It was known as the sin spot of the Northwest.

The reputation was not entirely deserved. Besides solid industries, Tacoma had show-place homes, famous old American family names and church-endowed schools and colleges. But it also had a district of town that was a concentration of bars and brothels.

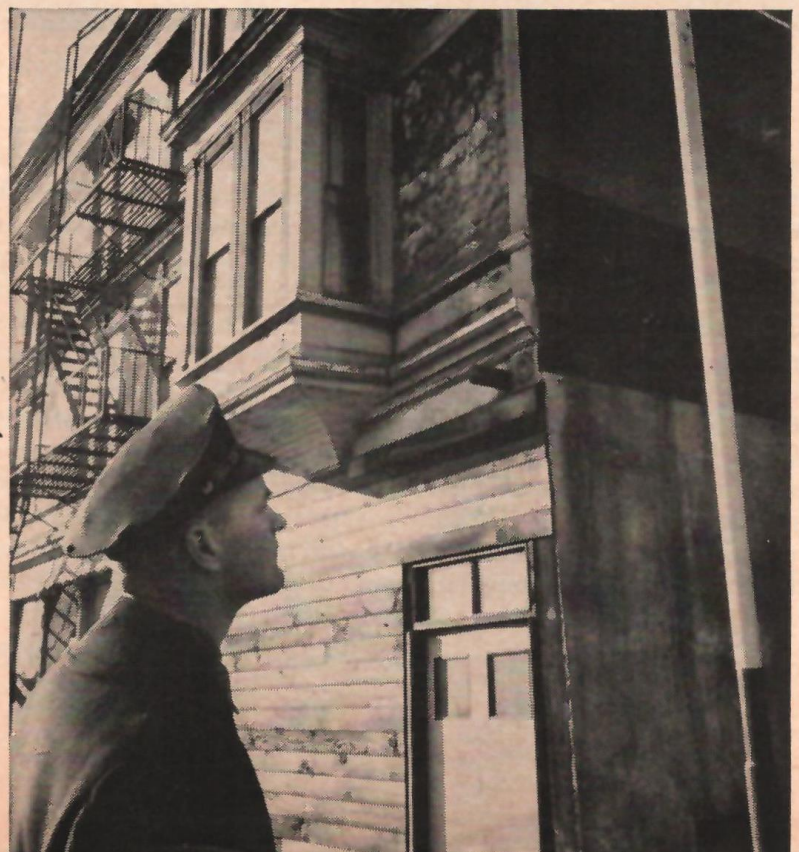
These existed because there was a commonly held belief that a "wide-open" town policy that attracted lumbermen, sailors and soldiers from nearby bases was "good for business." A lax and ineffective police force allowed the vice conditions to flourish without serious interference. A complicating factor was a bewildering number of changes in the force's leadership. Eight different chiefs of police were appointed between 1946 and 1953. The constant shifts in policies and personnel completely demoralized the force.

Finally, in 1953, Tacoma's citizens had had enough. They took vigorous steps that this year made their city the winner

continued

Police Sgt. Cyril Hanson discusses youth problems with Tacoma teachers, a radical change from the former days when some of his fellow-officers winked at the vice interests.

Hanson looks over a ramshackle building that once was a house of prostitution, one of about 30 that used to operate in Tacoma.



Respect for law has given the lumber city a new look

Scoutmaster Hanson works with youngsters on his own time as well as in the course of official duties.

A great lumber center, Tacoma once was known as the world's lumber capital. Woodsmen and seamen out "on the town" helped establish the "wide open" policy.

Police force is advertising for manpower.

of an All-America City Award. This recognition is made annually by the National Municipal League and LOOK to 11 American cities on the basis of progress through "intelligent citizen action."

In Tacoma, the citizen action led to a complete overhaul of the city government. The voters junked the outmoded five-man commission government and substituted a modern council-manager system. When the new government took over, it named a tough, dedicated police chief, Roy Kerr, to clean up the town. He has performed his job so thoroughly that old timers still hardly believe it.

There had been earlier sporadic attempts at reform. All were short-lived. It took three major events to catapult a reform government into power.

One big eye-opener came when the American Social Hygiene Association gave the city a "bad" VD rating. Then the big nearby military bases, which provided considerable legitimate income to local business other than vice, threatened to declare the city "out of bounds." Finally, a state crime commission, headed by Albert Rosellini, now governor of Washington, staged a televised investigation that paraded madams, prostitutes and other vice participants before the cameras. Tacomans were shocked into action.

The new government squeaked into being by a narrow margin, and ran into stiff opposition. An attempt was made to unseat it in 1956. It failed, but the vote was uncomfortably close. The new

continued

Photographed by MAURICE TERRELL

HAT BY SALLY VICTOR

because *you* are the very air he breathes...

He's yours, and you *know* it. It's love, and you *show* it. What fabulous fun, being female, at a time like this! Don't let anything mar this moment. Double check your charm every day with VETO...the deodorant that drives away odor ...dries away perspiration worries. (Remember, if you're nice-to-be-next-to... next to *nothing* is impossible!)

VETO is for you in more ways than one

Cream *Spray* *Stick* *Aerosol Mist*

One touch of VETO dries away perspiration worries!

Mayor John Anderson, in office under old and new governments, and David Rowlands, Tacoma's second city manager, visit site of $10 million county-city building.

Vice interests predicted Tacoma's doom after the cleanup, but the city continues to grow

council-manager government was opposed not only by the vice interests but also by respectable elements such as various local organized labor groups which believed that an appointed professional city manager would be less subject to voting pressures than the five elected commissioners, each acting autonomously. Nationally, the AFL-CIO has no policy on council-manager government.

The opposition now has died down, and Tacoma is a very different place from what it was four years ago. The girls are gone. Pinball machines are out. Illegal whiskey and narcotics have disappeared. Most important, the VD rate, which once had the city smeared as one of the worst in the country, is now down to where Tacoma is considered one of the best.

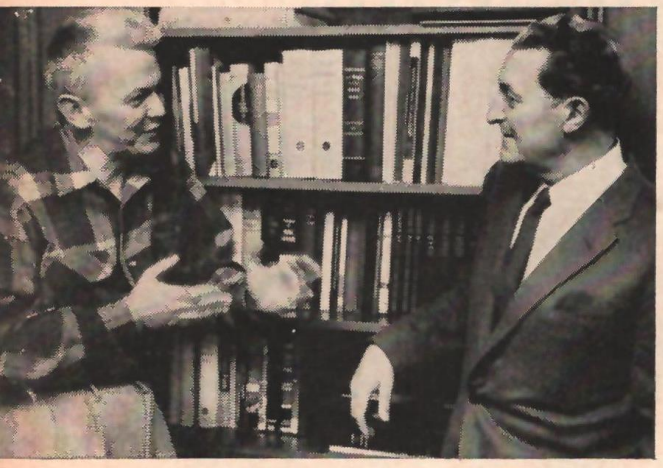
It is noteworthy that, despite the spectacular investigations, no public official was ever convicted or even brought to trial. At the same time, one police authority believes that, even in its wildest days, no more than one third of one per cent of Tacoma's population was connected even remotely with the vice operations. Some embittered citizens, even today, still feel their city was unfairly singled out. Neighboring Seattle and Aberdeen, they say, got away with more sin than Tacoma ever tolerated.

Despite dire predictions by the "open city" advocates, the city continues to grow. Since 1940, Tacoma's population has leaped 43 per cent to more than 156,000. Pierce County, of which Tacoma is the county seat, has jumped 66 per cent to over 300,000, many of them in Tacoma's suburbs. And church membership since the reform has increased three times as fast as the population.

Beyond the statistics are plain facts visible to anyone who visits the city. Tacoma won its All-America City Award because its citizens got fed up with vice and corruption. The lesson of Tacoma, according to Dr. Charles Battin, a city councilman and college professor, is an old one. If people wait for somebody else to do the job it doesn't get done.

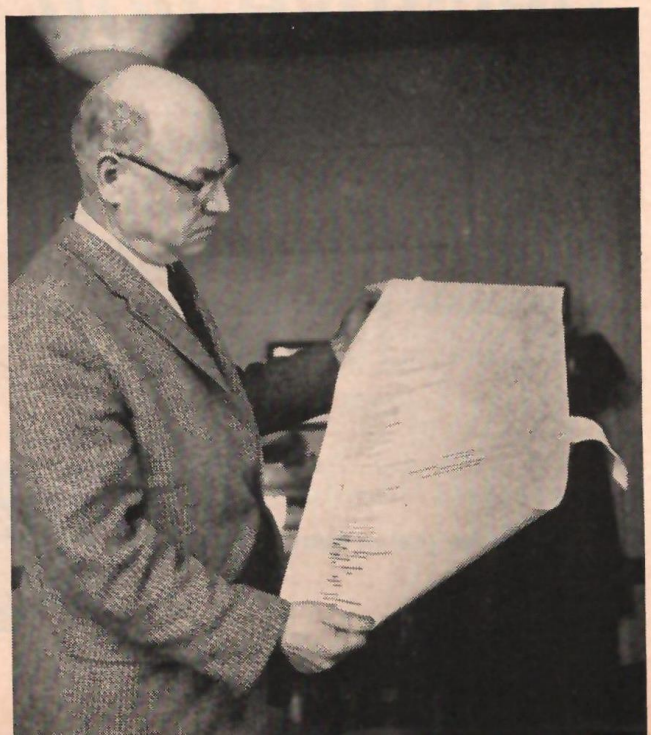
Tacoma's citizens didn't wait.

END



Newscaster Murray Morgan, banker Gerrit VanderEnde led reform fight.

Police Chief Roy Kerr, appointed in 1953, is generally credited by citizens as the man who did most to clean up Tacoma.



Health Director C. R. Fargher shows where VD rate in 1953 soared off chart.

There is one whiskey that needs neither praise nor apology when you serve it to your friends. Old Grand-Dad is accepted as the finest of all bourbon whiskies.

UNDER SUPERVISION OF U.S. GOVERNMENT
100 PROOF
BOTTLED IN BOND

OLD GRAND-DAD

"Head of the Bourbon Family"

NATIONAL DISTILLERS

KENTUCKY STRAIGHT BOURBON WHISKEY • 100 PROOF • BOTTLED IN BOND • THE OLD GRAND-DAD DISTILLERY CO., FRANKFORT, KY., DISTRIBUTED BY NATIONAL DISTILLERS PRODUCTS CO.

NOW try the best beans you ever tasted!

NEW CAMPSIDE BEANS

with a rich bacony flavor originated by Heinz

TENDER COOKED in a rich bacony sauce, new Campside Beans are the most satisfying beans you ever set fork to.

● **You've never tasted beans** like these, unless you have simmered bacon and beans in an iron skillet over a campfire or had the good luck to share a real chuck-wagon meal. The bacon sauce is so rich and different you won't want to add a thing. For there's no need to "doctor" new Campside Beans. Just heat 'em and eat 'em!

You know it's good because it's Heinz!

Now there are 5 kinds of Heinz Beans to choose from

NORMAN VINCENT PEALE

Answers your questions

Q *I have not been a religious person, but your writings have convinced me that the answers to my problems are in Christianity. Will you recommend a book written for laymen that outlines in simple form some practical methods for being the kind of Christian who has real power in his life?*

Indeed there is such a book, and it was written by one of the ablest, soundest and most lovable disciples of Jesus Christ in America today, the Rev. Dr. "Sam" Shoemaker of Pittsburgh's Calvary Episcopal Church. By all means, read and study his book, *The Experiment of Faith*. It is one of the best books for laymen, and tells how to begin the Christian life, how to live it and how to make it real to others. The book has only 64 pages and can be carried in the pocket.

Q *I am a business executive and have obligations to my industrial association, my church and my community. It seems I am made a member of every committee in town. How can I do all these things well and still keep my health? You, Dr. Peale, are even busier than I. How do you do all you do and still have energy left?*

First, definitely plan your activities. Rate each in order of its importance and apportion your time and attention accordingly. Check occasionally to see that none is getting out of line and receiving more attention than it should have. Get a lot of fun out of all you do, for a happy attitude toward obligations makes them easier to bear. Also, try this energy stimulator: Every morning and evening, say these words and practice them: "But they that wait upon the Lord shall renew their strength; they shall mount up with wings as eagles; they shall run, and not be weary, and they shall walk, and not faint."

Q *What happens to the soul of a baby who dies at birth?*

The soul comes from God. Life begins at the moment of conception, which is God's way of breathing into us the breath of life. Life then develops within the mother's life. If, at physical birth, the child's mortal life ends, his soul, like all human souls, returns to God who gave it. Not having been touched by the sin of the world, this pure soul is without

COPYRIGHT, 1957, NORMAN VINCENT PEALE

WOODSHED PUNISHMENT

Frequently, parents ask me if I believe that a revival of the woodshed form of punishment would bring back the respect for elders that seems to be so lacking in youth of today.

It wasn't only spanking that caused children to respect their elders, although it doubtless helped in many cases; parents usually also had strong moral convictions and sincere religious faith. They tried hard to live according to their ideals.

Children are perceptive and discriminating. There are exceptions, of course, but parents who deserve filial respect usually get it.

blot or blemish. It is my belief that the child will continue to grow, for growth is the rule of all life. And someday his parents will meet and know him in heaven, if their own lives achieve immortality.

Q *Do you think children should be told how to choose their companions, or should you just let them find out what kids they naturally like or dislike?*

The basic parental function, of course, is more than biological, or merely to feed, clothe and house children. A parent's job is to help his children achieve a satisfactory adjustment to the world through a workable faith and mature philosophy. In the forming of character and personality, friends have an important influence, and we must realize that a child's capacity for selectivity is developed through experience and wise counsel. It would be an abandonment of parental responsibility not to guide children in such vital choices. The guidance, of course, should be wisely and strategically done.

Q *What is to become of us? Is the white race doomed? Are we really un-American and sinners if we insist that our daughters remain with their own race? I am fearful for my daughter. How can I offset the encouragement for complete desegregation socially that bombards her at school, in the papers, magazines, movies and TV, and even in church?*

The desegregation movement is intended to give to the Negro race the dignity God intended it to have. In every reform movement, there are superzealots and sentimentalists who distort the wise and serious purpose of correcting ancient wrong. The Christian views all men as children of the same Father, namely, God, and it is therefore our duty to have a brotherly attitude of mutual respect. This does not mean the thing you fear, namely, that intermarriage is indicated. You don't have to marry anybody just because you have a neurotic guilt for having held prejudicial attitudes.

Address your questions to: Dr. Norman Vincent Peale, Look Magazine, 488 Madison Ave., New York 22, N. Y.

Eliminate the "guess" and the "work" from meal making with

Sunbeam®

AUTOMATIC

FRYPAN

with Perfect Controlled Heat

EASY-TO-SET DIAL
Right in the handle where it is easy to see — easy to set. Signal light indicates when proper temperature is reached.

EASY-TO-SEE FRYGUIDE
Gives recommended temperatures. Eliminates guess work and failures.

You get eggs like this every time in the Sunbeam set at 300°.

HERE IS WHAT HAPPENS WITH UNCONTROLLED HEAT
Eggs are seared around edges, leathery on the bottom, with uncooked white around the yolks.

The perfect companion to the Sunbeam Controlled Heat Saucepan

Only the Sunbeam Automatic Electric Frypan gives you all the advantages for perfect cooking results the easy modern way. It Fries • Braises • Bakes • Stews • Pan broils • makes delicious pancakes, omelets, french toast and heats "frozen dinners." Controlled heat eliminates cooking failures. Results are always perfect. Its square shape gives you 20% more cooking area too.

Available in four sizes to meet every family's needs; Standard, Medium, Large and Super. High dome vented aluminum covers or heat resistant glass covers are also available.

STANDARD

MEDIUM

LARGE

SUPER

Water Sealed Element

The entire pan can be immersed in water up to control panel for quick, easy washing.

Square Shape Cooks More

Because of Sunbeam's square shape a full ½ lb. of bacon will lie flat in the pan—will cook flat because of the Sunbeam's Controlled Heat. No curling or burning.

SQUARE SHAPE COOKS 20% MORE THAN ROUND PAN

Be sure you get the original and genuine Sunbeam Frypan.

Look for the MARK OF QUALITY

Sunbeam — The BEST ELECTRIC APPLIANCES MADE

Famous for Lady Sunbeam Shavemaster, Toaster, etc.

Sunbeam Corporation, Dept. 239, Chicago 50, Illinois • Canada: Toronto 18

a perfect Gift for Wedding or Anniversary

©S.C.

Niblets
Niblets
BRAND
FRESH CORN
VACUUM PACKED
NOW
QUICK
COOKED

Fresh new idea on the fire

Just zip off the top and set a can of Niblets Brand corn right up on the grill (here's roastin' ear fun *without* the cob!).

When the big pat of butter you put on top melts, you're ready to heap their plates with the freshest flavor that ever came out of a cornfield.

The new Niblets Brand corn tastes like you picked it today. That's because it now comes to you quick-cooked. You know what quick-cooking does for vegetables—saves the natural flavor, color and crispness.

So next time you cook out, try this fresh new idea on the fire.

Choice of two family sizes: 12-oz. can (4 to 5 servings); 7-oz. can (2 to 3 servings).

NIBLETS CORN BRAND

the quick-cooked corn

. . . and for a fiesta touch

MEXICORN CORN BRAND

with sweet red and green peppers

Taste what quick-cooking has done for this corn-and-pepper delicacy. New flavor. New color. New crispness. Try Mexicorn Brand corn for a colorful change.

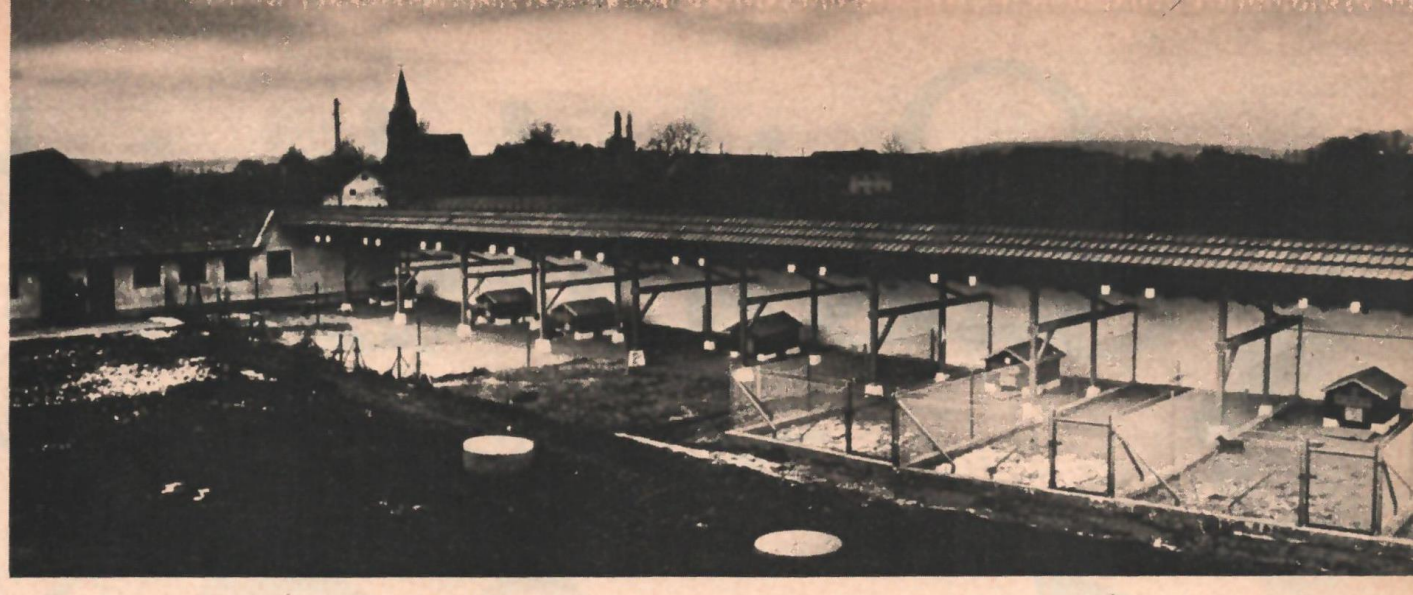
Green Giant Company, headquarters, Le Sueur, Minnesota. Green Giant of Canada, Ltd., Tecumseh, Ontario. "Niblets" and "Mexicorn" are trade-marks Reg. U.S. Pat. Off. GGCo. © GGCo.

WINSTON flavor gets a big hand everywhere!

Don't be surprised if you keep bumping into Winston fans wherever you go. For honest-to-goodness flavor is what *everybody* wants in a cigarette! And, Winston has an exclusive, easy-drawing filter that lets the full, rich tobacco taste come through. Start enjoying *flavory* filter smoking, today. Get a pack of Winstons!

R. J. REYNOLDS TOBACCO COMPANY, WINSTON-SALEM, N. C.

Smoke **WINSTON** America's best-selling, best-tasting filter cigarette!



The largest of the 147 kennels in Gergweis is Kathi Dorfmeister's. The doghouses are elevated to keep dachs dry.

Dachshund Dogtown

GERGWEIS, a nondescript village in the middle of the barren plains of Lower Bavaria, is the only "dachshund town" in the world. There are 700 people in Gergweis, half of whom breed dachshunds in 147 different kennels. In any given year, about 6,000 dogs are raised in Gergweis. Many of the dachs are used for deer hunting by local foresters, who are more interested in a dog's performance than in its blood lines. In fact, the destruction of breeding records during the war has made it difficult to establish the pedigree of many of the dachshunds raised in Germany. Kathi Dorfmeister is the foremost breeder of dachs in Gergweis. She exports several hundred dachshunds a year, sending about twenty per cent of them to the United States.

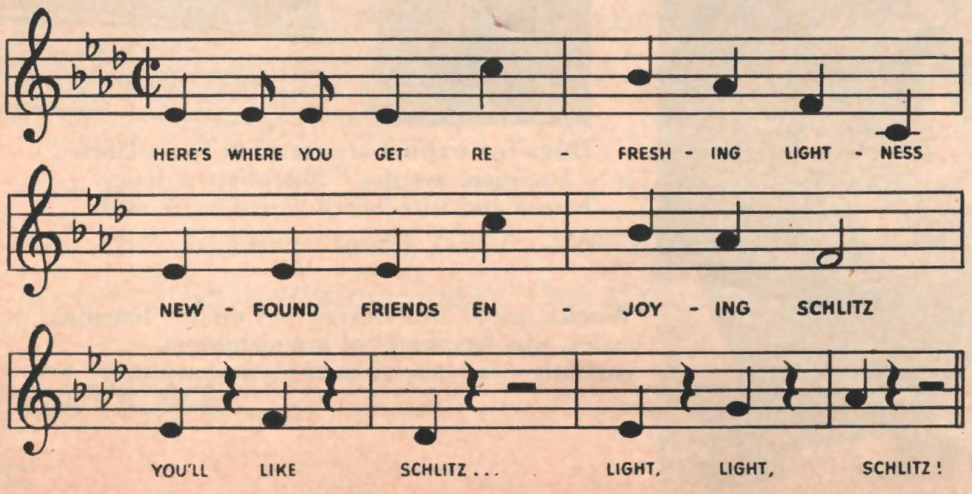
Dogs for export are crated in boxes labeled "Attention, live dog." Short-haired, long-haired and wire-haired varieties are sold.

Wacki, one of Mrs. Dorfmeister's oldest breeding males, who has scores of grandchildren, patiently awaits the birth of his newest litter.

END

Schlitzstop for

or SCHLITZCHUMS

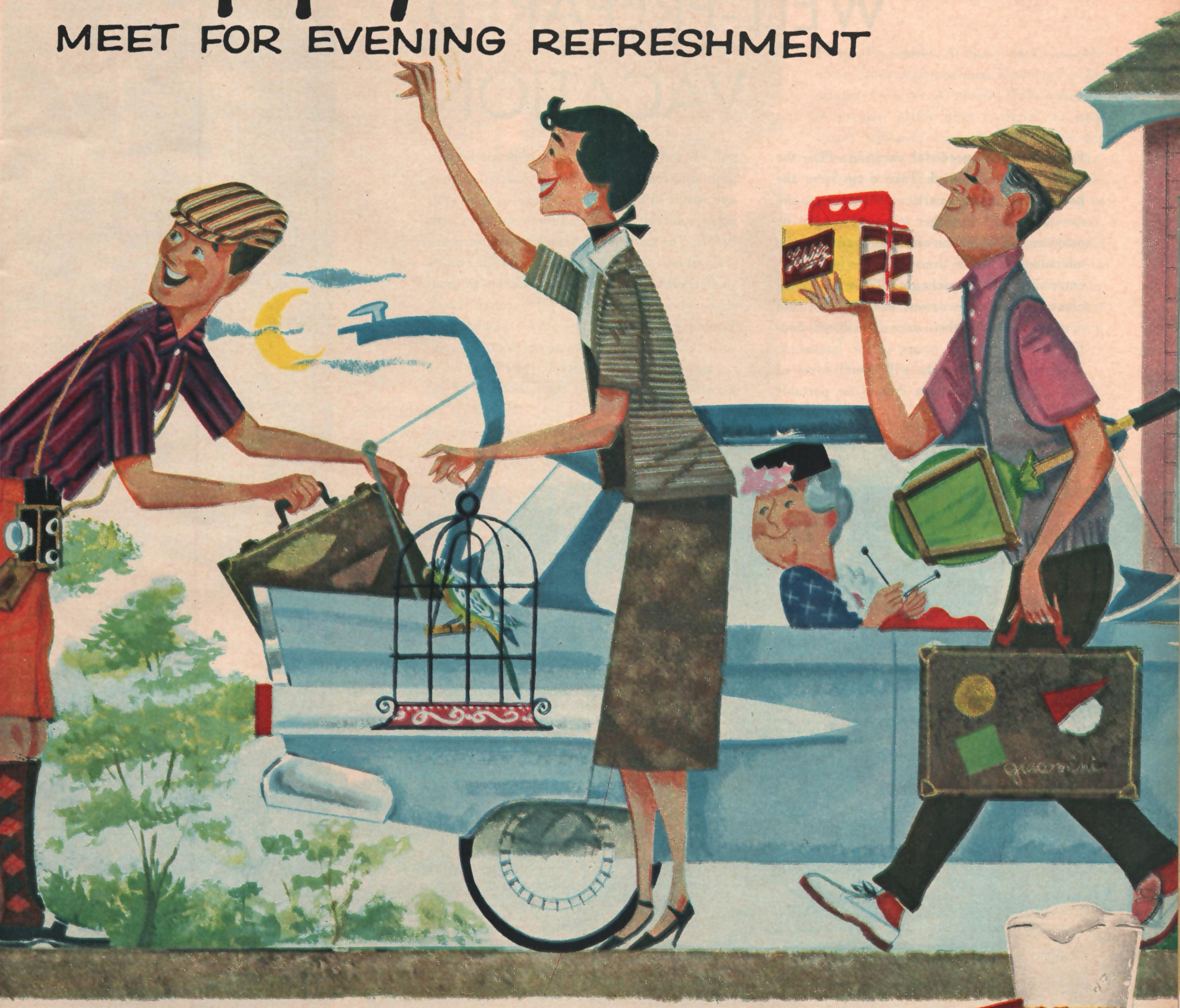
The Beer That Made Milwaukee Famous © 1957 Jos. Schlitz Brewing Company, Milwaukee, Wis., Brooklyn, N.Y., Los Angeles, Cal., Kansas City, Mo., Music © 1956—by Jos. Schlitz Brewing Company

SCHLITZWELCOME, travelers! Time to Schlitzstretch your legs—Schlitzsoothe your dusty throat at the friendly motel.

Today's Schlitz is adult refreshment. Paced to modern leisure. Sits light because it's Schlitzlight. You drink more of it without feeling full.

Folks from 48 states agree. At day's end turn off at any Schlitzsign. Head straight for light refreshment.

happy travelers

MEET FOR EVENING REFRESHMENT



SCHLITZLIGHT
. . . kiss of the hops

Never bitter. No aftertaste. Salt-free. No heaviness, even with meals. Schlitzlight, sits light. Refresh your leisure and your pause-time without feeling full.

SCHLITZKEPT
. . . air-free

Like peeled fruit, beer loses flavor when exposed to air. So Schlitz is brewed air-free, air-sealed. Helps keep its fresh, Schlitzdraught taste in bottles and cans.

SCHLITZNESS
. . . continuous quality

Your tavern keeper will tell you Schlitz is the most dependable beer brewed. That's why it's the world's best seller. You pay so little more. You serve it so proudly.

Schlitz®

So light

Be a Schlitzer... Be refreshed

THE WELL-PREPARED VACATION

Formula for a successful vacation: Plan the practical details ahead. Take a tip from the hostess who plots her parties in advance—so she can relax and enjoy her guests. Meals to be eaten away from home can be prepared to take advantage of all the time-saving devices inherent in modern food packaging. These short cuts, combined with the newest keep-it-hot-or-cold containers and use-them-once utensils will double the vacationist's hours in the hammock. Travelers with foresight will spend some of their 12 billion vacation dollars on portable gadgets for family fun, from mobile kitchens to parabolic tents that double as carports. They will invest in luggage that is lighter in weight, more colorful and more functional than ever before. The millions of Americans on the move —about half the population, and 85 per cent of them traveling by car—will buy clothes of man-made fibers ideally suited for carefree travel. For some up-to-the-minute advice on what food to serve, what clothes to wear, what luggage to take—even what tents to pitch—on your vacation, see these and the following pages.

PATRICIA COFFIN Editor, Special Departments

Time out for family fun on a country week end near Covington, La., is the result of a well-planned picnic.

Of the 85 million Americans who will go on vacations this year, those who plan wisely for a minimum amount of fuss will have the maximum amount of fun.

Picnic Pancakes. At home: *Make pancake batter from packaged mix. Keep cool in insulated container.* At picnic: *Make pancakes in greased skillet over charcoal, or grill frozen pancakes over charcoal. Serve for breakfast or as dessert with hot maple-blended syrup and a heated canned fruit. Or offer a choice of several fruits, as shown in picture at left: applesauce, boysenberries, blueberries, raspberries, crushed pineapple or cranberry sauce. (Heat fruit directly on grill in open cans; heat syrup in skillet.) For heartier picnic fare, serve pancakes with hot canned chile con carne or corned beef hash.*

How to plan A PICNIC THAT IS A PLEASURE

The era of gracious outdoor eating is here. Gone are soggy sandwiches and campfire drudgery. Using modern foods, up-to-date methods and old-fashioned foresight, today's vacationer can plan open-air "party" meals that are a cinch to serve at a week end in the country, dinner on the patio or a seven-day camping cook-out. The trick is to think the picnic out in advance—on paper. Start with a list of who, what and how much. Include every item down to the insect spray and check off each one as you pack for the outing. Build the menu around new hurry-up foods—dehydrated sauces, canned and frozen dishes, sandwich spreads in plastic tubes. Meat and vegetables can be made grill-ready in the kitchen to save time for family fun at the actual site. For picnic-quick recipes and other helpful tips, see this and next page.

Herb Chicken *(right).* At home: *Rub cavity and outside of 2-2½ pound chicken with blend of ½ teaspoon each salt, paprika, tarragon, pinch pepper; truss.* At picnic: *Grill on spit over charcoal fire, turning occasionally, 1½ hours or until leg moves easily in joint. Baste often with melted butter, barbecue sauce (easy recipe on next page).*

PRODUCED BY MARILYN KAYTOR PHOTOGRAPHED BY DERUJINSKY

Dad is the *Captain*

give him

Old Spice

Top Row, Left to Right: Brushless Shaving Cream .60, or Lather .65 • Shaving Mug 1.25 • After Shave Lotion 1.00 and 1.75 • Smooth Shave 1.00 • Pre-Electric Shave Lotion 1.00

Bottom Row: Treasure Chest containing aerosol Smooth Shave, Stick Deodorant, Shower Soap with neck cord, Cologne, After Shave Lotion, Body Talcum and After Shave Talcum 7.00

Other sets and single items from 1.00 to 4.25

SHULTON

New York Toronto

Prices plus tax except on Pre-Electric Shave Lotion, Shaving Cream and Soap

continued

Small-fry favorites—hamburgers and hot dogs—seem to taste twice as good

modern short cuts make leisurely picnics

Basic Barbecue Sauce. *At home:* Place in pan 1 package dehydrated spaghetti-sauce mix, 1 can (8 oz.) tomato sauce, 1 can water, 3 tablespoons each tomato paste, oil, 1 tablespoon lemon juice, 1 teaspoon prepared mustard, ½ cup minced celery, 2-3 drops each bitters, Tabasco, pinch red pepper. Simmer 10-15 minutes, stirring. Makes 2 cups. *At picnic:* Use as sauce and baste for grilled meat, fish, poultry, vegetables, sandwiches.

Baked Bananas. *At home:* Make lengthwise slit through skins and halfway through bananas. Put a pre-cooked pork sausage and 1 tablespoon maple-blended syrup in each. Wrap in foil. *At picnic:* Bake over hot charcoal about 15 minutes or until tender. *Variations. At home:* Cut bananas as above. Put in each 1 tablespoon brown sugar and 1 tablespoon chopped dates or dried figs. Can substitute 1 tablespoon honey and 3-4 sections fresh orange; 1 tablespoon peanut butter and 2 slices crisp-cooked diced bacon. Serve 1 per person as appetizer or dessert.

Picnic Kebabs. *At home:* Cut 1 pound boneless beef (or lamb) into 2-inch cubes. Let meat marinate for 2 hours in mixture of: juice of 2 lemons, ¼ cup oil, 1 cut clove garlic, ½ teaspoon each salt, rosemary. Individually skewer: marinated meat, ½ pound sliced Canadian bacon, 2 wedged tomatoes, 2 wedged green peppers, 8 small peeled white onions. *At picnic:* Broil each skewer until done, basting occasionally with barbecue sauce or butter. Serve meat and vegetables together. Serves 4-6.

when eaten outdoors at a picnic.

Grilled Hamburgers. *At home:* Season 1 pound chopped beef with salt, pepper, Worcestershire sauce; add ¼ cup diced eggplant. Shape into 4 patties. *At picnic:* Charcoal broil over medium coals, 3-4 minutes each side for medium, 5-6 minutes for well done. *Variations. At home:* 1) Season chopped beef as above; add ¼ cup diced carrot or onion, turnips, olives, celery, clams, oysters, deviled ham or 1 tablespoon bourbon. 2) Shape each seasoned patty around 1 oyster, or around sardine, anchovy, chicken liver, pitted olive, 1 lump cheese or 1 tablespoon cheese spread.

Frankfurter Ideas. Charcoal broil frankfurters, basting occasionally with barbecue sauce. Serve on buns with sauce and choice of peanut butter, pencil-thin strips of carrots, cucumbers, green peppers, pimentos, cabbage leaves, crisp bacon slices.

For the perfect picnic

To keep meat, vegetables, fish, poultry and fruit fresh for a day's trip, place, already chilled, in portable refrigerator with ice or canned refrigerant. Frozen foods will remain solid for one to two days if packed in dry ice.

Plastic film and containers seal as well as wrap, let you see food without opening. Bread, crackers, cookies and other baked goods keep longer if wrapped in plastic film or stored in metal containers. Aluminum foil is invaluable for wrapping, cooking and making use-them-once utensils. It can be wrapped around meats and vegetables which are cooked directly in the coals or shaped into cooking pots, skillets, dinner plates (using several thicknesses for body).

Frozen foods make picnicking a snap because they can be bought or frozen at home days ahead of time and placed unthawed on the grill. Among the many frozen pre-cooked foods that lend themselves to picnic cooking are: fish (sticks and filets), onion rings, French-fried potatoes, fried chicken, waffles, pancakes, blintzes and pies. Pre-cooked dinners and casseroles in foil are also handy and quick. Foods packed in polyester and foil bags, such as frozen shrimp, pre-cooked frozen chicken and vegetables, may be cooked in the same bag in boiling water. Canned soups, meats, pastas, meat and vegetable combinations, fruits and sauces may be heated over the fire in the open can. Skillet meals can be made in minutes by combining canned and packaged meats, sauces and vegetables.

A kit of herbs, spices, wine, dehydrated seasonings, Worcestershire sauce and bitters will add zest to your alfresco entrées. Instant and dehydrated coffee, tea, milk, cream, salad dressings, soups, soft drinks save time, take up little space. Spreads, such as cheese, jelly, peanut butter, come in plastic and metal squeeze tubes—make sandwich preparing child's play. And for the urbane touch, there are packaged cocktail flavorings to add to your favorite spirits.

American Modern...

the revolutionary fashion trend to comfort

flattering your figure...

Skippies by Formfit

Here is the pantie that knows your shape . . . that doesn't want to make you over . . . just make you lovelier. With a bit of slimming here . . . a touch of firming there, you'll have a naturally beautiful line without bones or heavy fabric. Small wonder that more women buy Skippies than any other pantie. See why . . . be fitted at your favorite store.

DRESS BY ELOISE CURTIS

Skippies Pantie No. 846 with ribbon-sheer front panel and satin elastic back panel. 2½-in. waistband. (Also available as Girdle No. 946) S.M.L. $6.50. Shown with "Romance" Strapless Bra No. 379 in cotton. 32A to 38B. $4.00. 32C to 42D. $5.00

THE FORMFIT COMPANY • CHICAGO • NEW YORK • CANADIAN PLANT, TORONTO

Latest tents—pop-up, car-top, parabolic, car-back, car-side models—are shown at Lake Ouachita, Ark., with authors Frank Reck, Bill Moss and family.

New tents spur station-wagon living

An estimated 22½ million Americans will pitch tents in state and national parks alone this year. Eager to cater to this back-to-nature movement, camp-equipment designers are on a creative spree. The result: ingenious tents like these, bearing little resemblance to the shelters used when only he-men went camping—and the rougher the better. Today, vacation camping is a *family* affair, say Frank Reck and Bill Moss, co-authors of Simon & Schuster's newly published *Ford Treasury of Station Wagon Living*. And the new tents meet a family's needs. They pull out, tack on, pop up and set beside a car in mere minutes. Built for comfort and convenience, of aluminized, heat-reflecting fabric, fiber glass ribs and canvas in eye-opening colors, they sell at prices that make even motel rates seem expensive.

PORTABLE PLEASURE DOMES

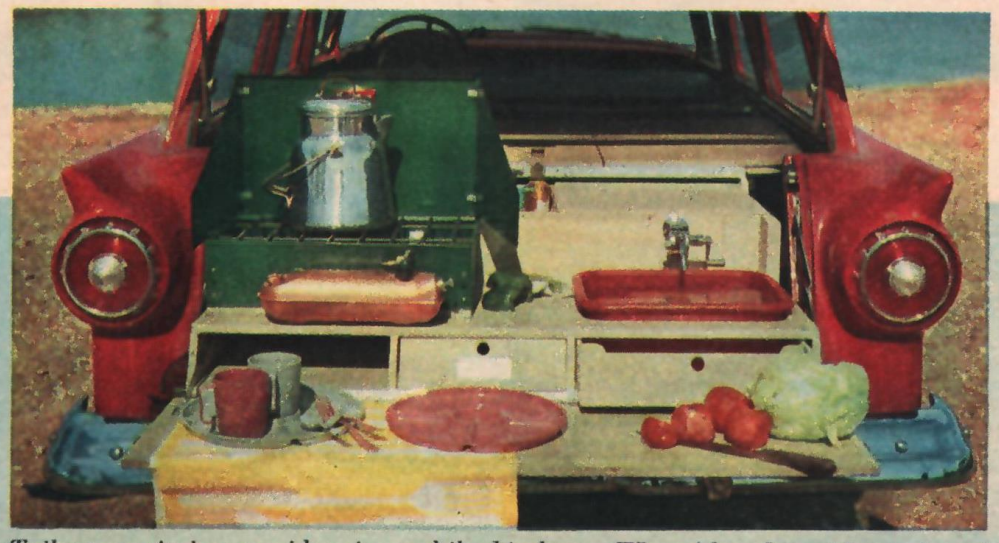
High style in canvas provides modern approach to camping. Parabolic tents set up in five different ways. Here, three parabolas make a huge colorful canopy.

Trailer tent shelters four at night, then converts into a pontoon for fishing or boating during the daytime.

PRODUCED BY JOHN PETER

PHOTOGRAPHED BY MICHAEL A. VACCARO

Pop-up domes of bright canvas over fiber glass ribs set up in less than a minute, hold a family of four each.



Tailgate unit is new idea in mobile kitchens. When closed, unit's surface becomes sleeping space for two.

Airbound from New York's Idlewild: Luggage in varied shapes and sizes fills the bill for vacationist whatever he does, wherever he goes.

New look in LIGHTWEIGHT LUGGAGE

Modern luggage, sleek as the plane it flies in, is designed for specific vacation needs. Now there are two-, three- and four-suiters for men, some with clothes hangers. Wardrobe cases suspend from hooks to become actual closets. Shoe cases have protective racks or compartments. Duffle bags, in tweeds and new brilliant shades, are handy catch-alls. Resistance to scuffing plus washability make color practical: for women—light blue, pale gray, white; for men—red, blue, gray, tan. Plastics, fiber glass, magnesium and treated leathers all minimize weight, take the lug out of luggage.

Companion cases: left, ladies' hatbox, wardrobe and beauty case are of lightweight magnesium. Men's set, below, is a week-end case and jumbo two-suiter of reinforced fiber glass that may be wiped clean with a soapy cloth. The closures are of stainless steel.

PRODUCED BY PERKINS H. BAILEY

PHOTOGRAPHED BY MICHAEL A. VACCARO

Made with Pineapple distilled Vinegar

Del Monte BRAND QUALITY

14 OZ. AVOIR. 397 GRAMS

TOMATO CATSUP

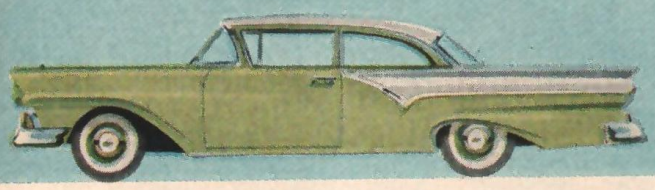
PACKED IN U. S. A. BY CALIFORNIA PACKING CORPORATION

Who put the new EXCITEMENT IN CATSUP?

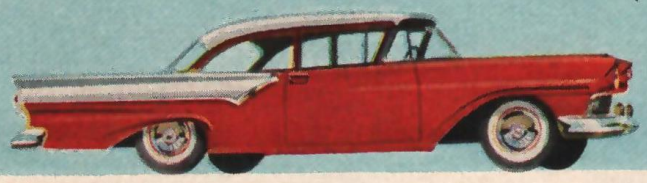
Del Monte® chefs did... with pineapple distilled vinegar!

How full of tomato flavor can a catsup be? Depends on the vinegar that's used for blending! And DEL MONTE is the Catsup made with pineapple distilled vinegar...the exciting vinegar that awakens every last bit of flavor in the finest ripe tomatoes, and in tangy spices, too. That's why DEL MONTE Brand Catsup has the livelier flavor you want! Try it!

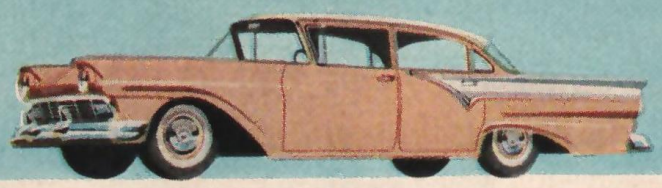
FORD



CUSTOM TUDOR BUSINESS SEDAN



CUSTOM TUDOR SEDAN



CUSTOM FORDOR SEDAN

FAIRLANE CLUB VICTORIA

FAIRLANE TOWN VICTORIA

FAIRLANE 500 CLUB SEDAN

FAIRLANE 500 TOWN SEDAN

RANCH WAGON

DEL RIO RANCH WAGON

6-PASSENGER COUNTRY SEDAN

9-PASSENGER COUNTRY SEDAN

MERCURY

MONTEREY 2-DOOR SEDAN

MONTEREY 4-DOOR SEDAN

MONTEREY PHAETON COUPE

MONTEREY PHAETON SEDAN

MONTCLAIR CONVERTIBLE

COMMUTER (2-DOOR, 6-PASS.)

COMMUTER (4-DOOR, 6-PASS.)

COMMUTER (4-DOOR, 9-PASS.)

LINCOLN

CAPRI COUPE 2-DOOR HARDTOP

CAPRI 4-DOOR SEDAN

CAPRI LANDAU 4-DOOR HARDTOP

Choose your new car right here:

from the Ford Family of Fine Cars

FORD • THUNDERBIRD • MERCURY • LINCOLN • CONTINENTAL MARK II

SETTING THE PACE ON THE AMERICAN ROAD

CUSTOM 300 TUDOR SEDAN | CUSTOM 300 FORDOR SEDAN | FAIRLANE CLUB SEDAN | FAIRLANE TOWN SEDAN

FAIRLANE 500 CLUB VICTORIA | FAIRLANE 500 TOWN VICTORIA | FAIRLANE 500 SUNLINER

9-PASSENGER COUNTRY SQUIRE | FAIRLANE 500 SKYLINER | THUNDERBIRD | THUNDERBIRD HARDTOP

MONTEREY CONVERTIBLE | MONTCLAIR 4-DOOR SEDAN | MONTCLAIR PHAETON COUPE | MONTCLAIR PHAETON SEDAN

VOYAGER (2-DOOR, 4-PASS.) | VOYAGER (4-DOOR, 9-PASS.) | COLONY PARK (4-DOOR, 9-PASS.) | TURNPIKE CRUISER 2-DOOR PHAETON | TURNPIKE CRUISER 4-DOOR PHAETON

PREMIERE COUPE 2-DOOR HARDTOP | PREMIERE LANDAU 4-DOOR HARDTOP | PREMIERE CONVERTIBLE | PREMIERE 4-DOOR SEDAN

Did you ever see such a big, beautiful collection of cars lined up for inspection? It's a whole automobile show in print. A fabulous choice of models! A wide, wide range of prices—from the lowest priced Ford to the luxurious Continental. And colors? We've almost run out of names.

Whatever your choice, we've got it: 4-doors, 2-doors, station wagons, hardtops, convertibles. Look at them again when you finish reading this. Their style tells you we're the young-minded ones in this business. The way they perform, and the way they keep their value over the miles, show you we've got 54 years' experience to back it up.

So start with the Fords in the upper left-hand corner and go right through to the Thunderbirds, the Mercurys, the Lincolns, the Continental. Find the car that's exactly right for *you*. And then keep on going—right to your nearest Ford, Mercury, Lincoln, or Continental dealer.

FORD MOTOR COMPANY

THE AMERICAN ROAD, DEARBORN, MICH.

Bisquick's going to help you more
Than any other package in the grocery store!

From all the gay Bisquick ways to charm the family...

Try new "Cheese Cake" Pie!

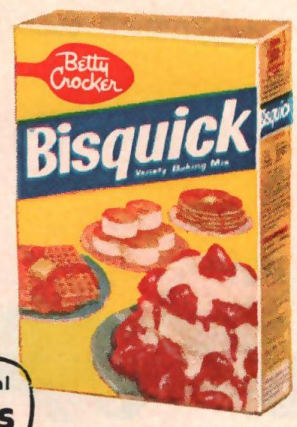
There's always time to be a good cook with Bisquick . . . it helps you do *so many* things, and so well. Let's celebrate Dairy Month with this new easy way to make a famous and elegant dessert!

"CHEESE CAKE" PIE. Make "Short Pie" crust (just butter and Bisquick. 1-step recipe's on the box). *Not* a pie crust, it's richer, crisper, and easier! Now, the cottage cheese filling . . . Whip together until stiff:

12 oz. cream-style cottage cheese	¼ cup sugar	1 cup whipping cream
	1 tsp. vanilla	½ tsp. salt

Fold in 9-oz. can crushed pineapple, drained. Spoon into baked short pie shell and freeze 2 hours. (Or freeze filling and spoon into cooled shell). Strawberries on top are nice, too.

And look at the little pictures, for three more grand ways to let Bisquick help out!



...Betty Crocker

General Mills

PIZZA BOATS. New trick with frankfurters. Page 13 in your Bisquick Cook Book. Write me at General Mills, Minneapolis, Minnesota for your free copy, if you haven't one already!

DEVILED HAM TURNOVERS. Company food, fancy but quick. Another help from your Bisquick Cook Book, page 14. It's full of delicious ideas; open yours and *look!*

BUTTER STICKS. The famous Bisquick biscuits in new shape, buttery-crisp, good hot or cool. Page 4 in your Bisquick Cook Book.

CLOTHES THAT TRAVEL WELL

"What to wear" is almost as important as "where to go" to a girl planning her summer vacation. Today, if she is in the know, she has no more wardrobe worries. For more and more clothes are available of fabrics made with miracle fibers or protected by special finishes. Like the fashions shown here, they resist rumpling; many can be washed and drip-dried overnight. Not so long ago, any girl-on-the-go wearing a white dress or pleated skirt would have been thought an inexperienced traveler. Now she is considered a fashion-wise Nelly Bly.

Helicopter passenger alights in New York wearing permanently pleated dress, with matching jacket, of Dacron and rayon. (Costume by Jerry Greenwald, about $40.)

continued

In Boeing's 707 jet mock-up, Betsy Pickering of New York is protected against future climate changes in Paisley cotton coat lined with Temp-Tron, new wool-acetate-Dacron insulation. (By John Weitz, about $50.)

Fashion-wise Eloise Polk, Carla Weber await flight time in St. Louis. Linen sheath on Eloise, left, is crease-resistant; coat is seersucker. (By Donald Brooks of Darbury: sheath about $35; coat about $45.) Carla's no-iron Acrilan knit dress is topped by wool knit coat. (By Goldworm: dress about $35; coat about $80.)

Modern clothes suit modern travel

Lunching before take-off at St. Louis airport, Barbara Zingale wears print dress of Arnel jersey that drip-dries. The Celanese sharkskin coat is lined to match. (Costume by Vera Maxwell, about $130. All hats shown are John Frederics' Charmers.)

END

PHOTOGRAPHED
BY MICHAEL A. VACCARO

"A Badge of QBA Membership and Quality Control"

Look for Miss Sunbeam . . . symbol of America's

BEST IN BAKED FOODS

Reach for Sunbeam

This little girl keeps winning new friends.

More and more, in towns and cities throughout the land, she is known as the symbol of the freshness, the goodness, the quality of the finest and best baked food products. When you are shopping for good things to eat for your family, remember to look for Miss Sunbeam and to reach for Sunbeam Bread.

when you buy bread, rolls and buns

FOR WOMEN ONLY

Vacation forecast . . . most photographed spots . . . new era in comfort . . . a garrulous myna bird

nation in motion "I travel not to go anywhere, but to go. . . . The great affair is to move." So spoke Robert Louis Stevenson and so goes the nation. This year, it is estimated that Americans will travel more than 11.5 billion miles in pursuit of vacation happiness. The average family will drive 1,400 miles in 12 days and each person will spend about $165. When *planning* a vacation, Americans rate June, July and August—in that order—as their favorite months. When they finally *take* their vacation, however, just the reverse order proves the most popular.

travel tips *The American Society of Travel Agents offers this advice to vacationists: (1) Have the milk and newspaper deliveries stopped. (2) Wait until you've returned before notifying the local newspaper about your trip. Prior publicity is an invitation to burglary. (3) Go easy on tipping. Heavy tippers spoil a place. (4) Keep a notebook for names and addresses.*

shutterbugs Wherever Americans go, their cameras are not far behind. A recent survey discloses the most photographed U. S. spots: (1) New York City's harbor, including the Statue of Liberty. (2) Washington's government buildings, especially the Capitol and White House. (3) Old Faithful in Yellowstone. (4) Colorado's Rockies. (5) San Francisco's Golden Gate Bridge. (6) Cypress Gardens in Florida.

"Hatbox" for odds and ends.

Art studio on wheels.

from the market To help you to freshen up en route, a thoughtful firm has devised antiseptic towelettes that cleanse without the use of soap and water. . . . Another handy cleansing item: new gold-colored soap that deodorizes and smells good too. . . . To prevent highway accidents, a flashing signal light can be attached to the fender or top of a stalled car by a rubber suction cup; the plug fits the cigarette-lighter socket. . . . *For bookworms: a leather travel case to hold treasured volumes (left). . . . For well-shod women: a plaid canvas bag with wire cage that holds eight pairs of shoes (left, bottom).* . . . Other developments: Josef's king-size handbag that looks like a hat (top); a refillable, hollow-handled toothbrush containing four-weeks' supply of dentifrice; a word game called Jotto for adults killing time; a wind-up shaver for men on the go. . . . And, for roving artists, C. Robert Perrin of Boston recommends his specially equipped Volkswagen which gives him an unobstructed view of Nantucket (above).

creature comforts As Oliver Wendell Holmes summed it up: "Give us the luxuries of life and we will dispense with its necessaries." Traveling Americans are being pampered as never before. Airlines offer special foods for finicky infants, diapers, hammocks and bassinets, champagne dinners, vegetarian or kosher meals, hamburger meals for youngsters who can't share in multicourse wine dinners, pipe-and-slipper flights for men. One bus company is introducing charge-it tours; another features recorded music, air-conditioning, snack bars and even pretty, uniformed hostesses (below, right).

anybody you know? *One airline reports it flew a talking myna bird on a trip two years ago and the bird is still talking about it.*

Hostess on the highways.

Peripatetic bookshelf.

"Suitcage" for shoes.

LOOK JOSEPH MIRACHI

"Ma, can we have an apple?"

Let's Have a

CHICK-N-QUE

with Barbecued **Broilers...**

CHICK-N-QUE MENU

CHICKEN BARBECUED
CRANBERRY SAUCE
CHEF'S SALAD
POTATOES BAKED IN REYNOLDS WRAP
COCA-COLA

CHICK-N-QUE SAUCE

½ cup Mazola Oil
¼ cup lemon juice or cider vinegar
¼ cup water
1½ tablespoons salt
3 tablespoons sugar
1½ teaspoons Tabasco Sauce

TO PREPARE SAUCE: Measure Mazola Oil, lemon juice or vinegar, water, salt, sugar and Tabasco into saucepan. Heat to boiling. Keep hot for basting chicken. Mix thoroughly before each basting. If you prefer a highly seasoned sauce increase Tabasco and add mustard and Worcestershire sauce.

TO BARBECUE CHICKEN*: Select two or three broiler-fryer chickens split lengthwise, quartered or breast and leg parts. If using halves or quarters, hook wing tip behind shoulder joint onto back. Brush with the barbecue sauce. Place on grate set 12 inches or more from heat—skin side away from heat. COOK SLOWLY until tender, turning frequently and basting each time. Allow 1 to 1¼ hours total cooking time. Drumstick should twist easily out of thigh joint. If parts are used, thickest pieces should be fork-tender. Just before serving brush chicken with any left-over sauce or use for dunking.

*Excellent results depend on slow cooking . . . glowing coals (not flame) and proper distance from heat.

HERE'S tender, succulent chicken at its best. A subtle compliment to family, friends and your good taste. Let's have a "CHICK-N-QUE" now. Clip the menu and recipe. It's a sure-fire success for feasting and fun.

NATIONAL BROILER COUNCIL
RICHMOND 3, VIRGINIA

RESEARCH • EDUCATION
The NATIONAL BROILER COUNCIL
ADVERTISING • MERCHANDISING

NATALIE WOOD:

Teen-age Tiger

Hollywood's number one cut-up girl delights rebellious teen-agers

NATALIE WOOD, 18, and brown-eyed, tries to make it crystal-clear that she is a "wild girl," 1957 teen-age style. Once, she was an angelic child actress. Then she played James Dean's delinquent girl friend in *Rebel Without a Cause*, and her life became exciting. With the film's release, she was caught up in the Dean windstorm that swept the country. Ever since, Natalie has been the number-one favorite girl rebel of many teen-agers. She lives like a star, and is as emancipated as an adult. Fan magazines cluck with delighted dismay over her antics *(Is Natalie Riding for a Fall?, How Natalie Plays with Fire and Never Gets Burned)*. But, beneath her giddy exterior, she is an actress who is so ambitious that, according to a fellow-actor, "if you tried to stop her, she'd cut you off at the knees."

continued

Her friends call her "Tiger" but she'd prefer "Black Lily," a name she found in a book.

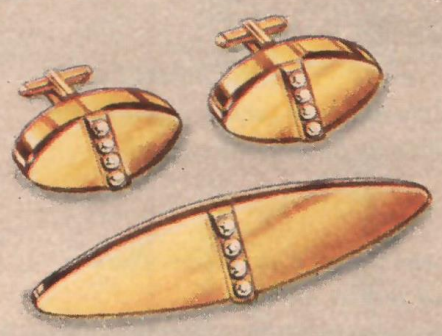
Positively Finer

FATHER'S DAY GIFTS BY HICKOK

1" Mahogany Sierra Belt (World's Most Popular Belt), $2.50. Hickok Initial Slide Buckle, $2.50*. The set, $5*.

Rhodium-finished, mesh-design jewelry with jet stones. Tie Bar $2.50*. Cuff Links $2.50*. Set, gift boxed, $5*.

The "Commuter" Man's Toilet Kit in handsome Ginger Cowhide, with water-proof lining and zipper, $4.95*.



Smartly studded with gleaming chatons, this golden Tie Bar is $2.50*, Cuff Links $3.50*. The set, $6.00*.

Comfortable Braided Elastic Belt, shown in Charcoal. Also in the season's most popular colors. Only $2.50.

Hickok Initial Cuff Links and Matching Tie Tack, with sure-lock Safety Clasp. The complete set, $3.50*.

Black Cowhide Jewelry Case with red sueded lining is completely compartmented. A luxurious gift, only $6.95.

Ginger Cowhide "Lancer" Wallet with stitchless construction and a removable pass case is gift boxed at $5*.

1" Black Hickok Sierra Belt, $2.50. The Hickok Initial Stud Buckle, $1.50*. The complete set, gift boxed at $4*.

Watch "FATHER KNOWS BEST" starring Robert Young and Jane Wyatt over NBC-TV Network or your local station. Sponsor: Scott Paper Company, Produced by Cavalier Productions with Screen Gems, Inc.

FATHER KNOWS BEST

so give him the best... Hickok!

Like *his* Dad *and* Grand-Dad, before him, Father knows best; knows Hickok means *positively finer* men's accessories. So, on June 16th, give with confidence a gift he can wear with pride . . . a Father's Day Gift from the magnificent new Hickok collection.

© 1957 Hickok Mfg. Co., Rochester 1, N. Y.

*Plus Fed. Tax

See the Hickok Auto Safety Belt at your automotive dealer's. Helps prevent injury or death in highway crashes. You owe this priceless protection to yourself and your loved ones.

Natalie fulfills a teen-ager's dream by leading her own life

Natalie lives with her Russian-born parents, Nicholas and Maria Gurdin, but has been leading her own life since she turned 18. She has her own private suite, admits she doesn't do anything around the house but rest between studio work and parties. She has her own telephone, drives her own sports car and goes out on dates almost every night. All this adds up to what her teen-age admirers call a "dream life." But she points out that she has been working since she was six, and never plans to stop. Right now, she has hit the peak of her career by winning the title role in Warner Bros. *Marjorie Morningstar.*

In her private suite, she dances for friends, accompanied by her tape recording of Little Girl Blue. *She would like to join the parade of young actors who have made records.*

Natalie and Judi Bouton collapse when Nick Adams impersonates a detective. Natalie once wrote a fan-magazine article about Nick: "I got cold feet at the altar."

continued

If sweet soft drinks leave you thirsty...

switch to SQUIRT®

never an after-thirst

What a difference! Unlike syrupy soft drinks, Squirt *really* quenches your thirst. Squirt is refreshing, not filling. You'll like its clean, fresh flavor of pure fruit and the tangy sparkle that makes Squirt the perfect mixer. Buy Squirt in the thrifty 6-pack Tartan Carton.

COPYRIGHT 1957, THE SQUIRT COMPANY

"It began here," she says at Hollywood's Griffith Park Planetarium, where scenes in Rebel Without a Cause *were shot. "This started my adult career."*

She has a steady supply of handsome boy friends

Part of Natalie's hold over teen-agers' imaginations is the variety and glamour of her boy friends. After her friendship with the late James Dean, she has had standing by: Elvis Presley, Nicky Hilton, Robert Wagner, Marlon Brando and a half-dozen more. Her visit, last year, with Elvis Presley and his family in Memphis stirred up a gale of gossip. She has not been seen with Presley recently, however. Natalie is always agreeable to doing stories for fan magazines on the general subject of *How Natalie Dates Men.* She will pose with as many men as are needed and will look enthusiastically romantic with each of them.

She goes night-clubbing with hotel heir Nicky Hilton, Elizabeth Taylor's first husband.

Her escort on Academy Awards night was Lance Reventlow, Barbara Hutton's son.

One of her closest friends is actor Robert Wagner ("R. J.") whom she dates regularly.

END

No other rice is this easy!

Another favorite from General Foods

Yes, Minute Rice is really easy! You don't have to wash, boil, drain or steam it. You just add it to boiling water, cover, remove from heat and let it stand a few minutes!

Minute Rice is already cooked! There's never any danger of gummy failure. Minute Rice gives you light, fluffy, perfect rice every time. A delicious way to balance a meal.

Only Minute Rice is perfect every time!

NOW! A REVOLUTIONARY NEW FILTER CIGARETTE

New Filter SPUD

New Filter Spud has a secret! We discovered that a light touch of menthol freshens the smoke and helps you taste the full tobacco flavor—right through the filter. Try a pack of New Filter Spud today.

©1957 PHILIP MORRIS INC.

CHIVALRY— OR ELSE

1

2

3

4

5

6

7

Easy—yet elegant! "Buffet cups" of

Mary Kitchen Roast Beef Hash

Impressive to look at... yet so simple to fix! For you start with a wonderful ready-prepared hash, Mary Kitchen Roast Beef Hash. Fragrant oven-roasted beef chuck, with the savory pan juices, gives it homey flavor and moistness. The beef is *chopped*, not ground for a better flavor and texture. Here's *your* kind of hash ready to heat and serve . . . Mary Kitchen Roast Beef Hash!

MARY KITCHEN BUFFET CUPS: heap Mary Kitchen Roast Beef Hash in hollowed firm tomatoes. Bake about 20 min. at 375°.

Mary Kitchen Roast Beef Hash ... *rich beef juices give it home-made flavor!*

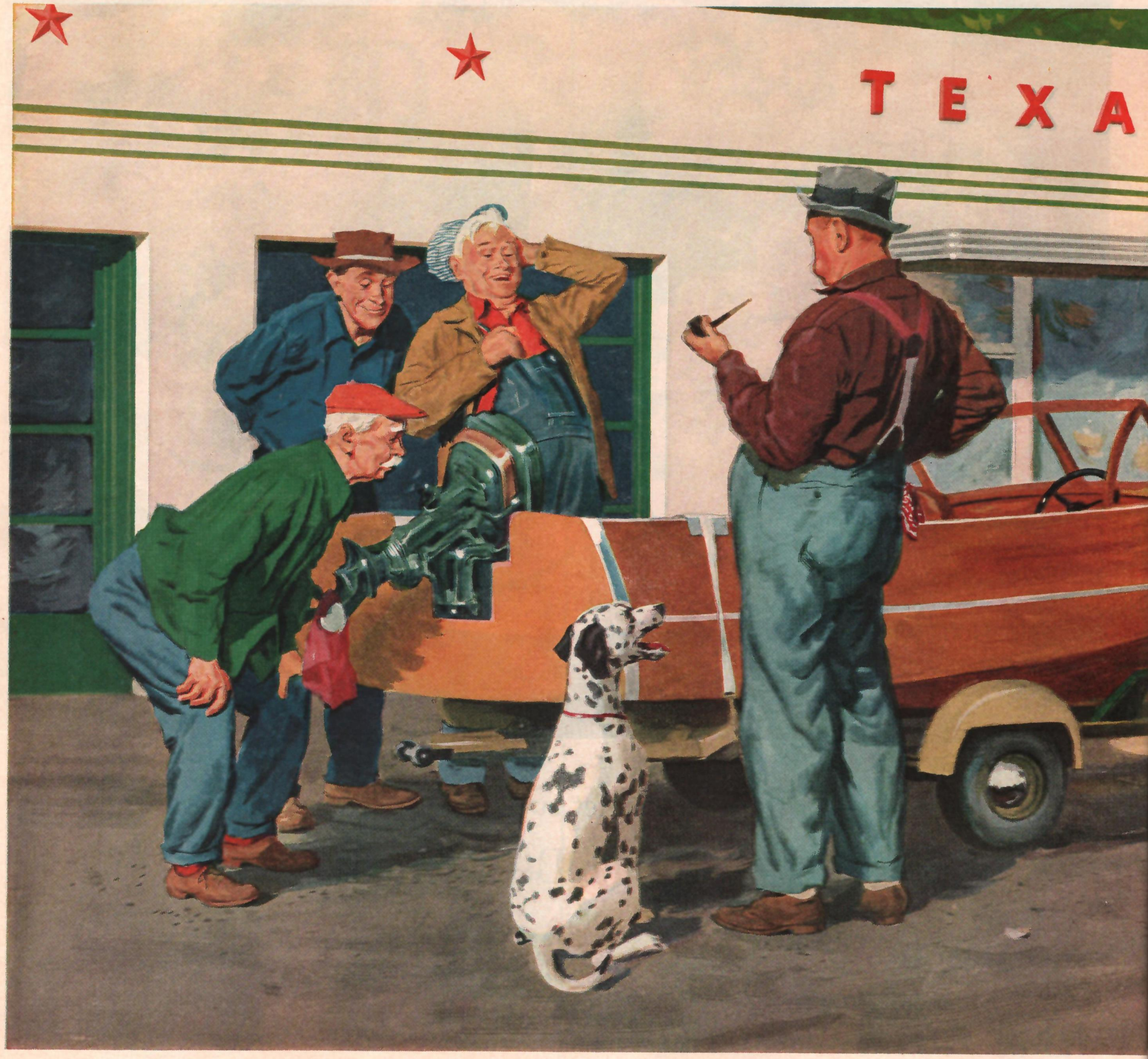
Geo. A. Hormel & Co., Austin, Minn.

The beef-rich chili with the just-right flavor.
HORMEL CHILI

Lean beef, tender carrots, potatoes in rich gravy
DINTY MOORE BEEF STEW

Fry it . . . slice it . . . bake it
COLD OR HOT
SPAM® HITS THE SPOT!

Why some families tour better



ONLY TEXACO CAN SERVE YOU ALL THE WAY— IN THE U.S.A.

Before your trip, your Texaco Dealer will gladly get for you route-marked maps and latest highway information, direct from Texaco Touring Service.

ONLY TEXACO OFFERS NATIONAL CREDIT CARD CONVENIENCE,

under one sign—wherever you see the big red star with the green "T"—from coast to coast, and in Canada. Carry less cash, charge it, pay later.

ONLY TEXACO DEALERS HAVE REGISTERED REST ROOMS

Stop where you see this familiar green and white sign. It is your assurance of touring convenience —*Texaco Registered Rest Rooms— clean across the country!*

ONLY TEXACO PROVIDES THE SAME FINE QUALITY

petroleum products—wherever you drive. Marfak chassis lubricant, Havoline Motor Oil, and many others to assure you top car performance!

TEXACO'S GREAT GASOLINES— SKY CHIEF Su-preme and FIRE CHIEF

Get Su-preme performance with Texaco Sky Chief Su-preme *with Petrox* at Texaco's Tower of Power. For the finest regular-price gasoline get famous Texaco Fire Chief.

than others

. . . because they make Texaco Dealers their *Touring Headquarters* all the way! A care-free car is half the fun—so, before you start, stop in.

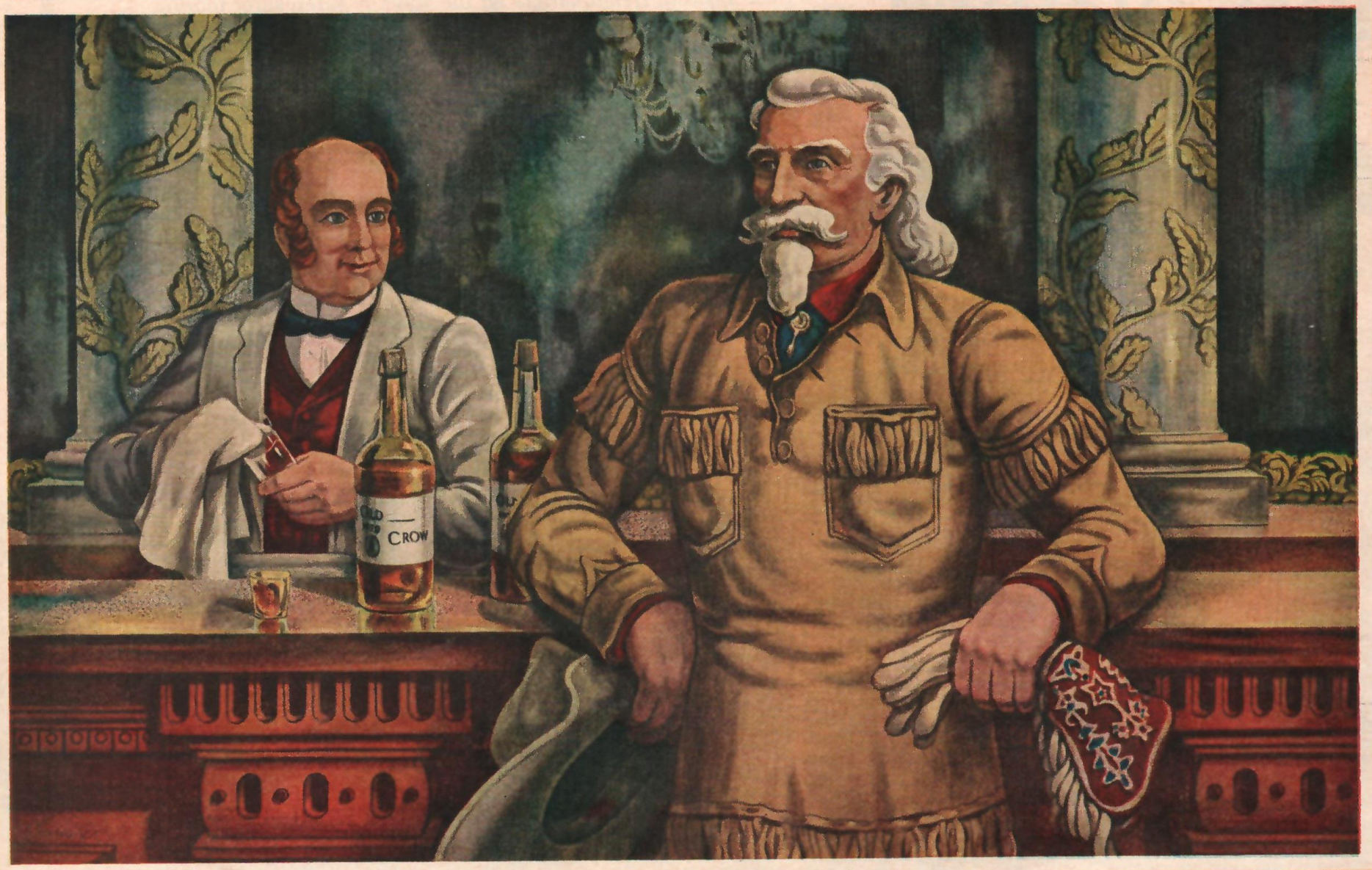
"Mr. Service," your Texaco Dealer, will check . . . in, under and all around your car . . . send you on your way all set for safer, surer touring.

And on the road, remember, only Texaco Dealers are on the highways and byways of all 48 states . . . car-care specialists ready and eager to serve you well!

TEXACO DEALERS
IN ALL 48 STATES

Texaco Products are also distributed in Canada, Latin America, and Africa

THE TEXAS COMPANY



COL. WILLIAM F. (BUFFALO BILL) CODY... AND OLD CROW

-were two great favorites at the Hoffman House, popular New York hostelry of the 1890's, where Old Crow was highly recommended.

OLD CROW

Kentucky Straight Bourbon Whiskey

When James Crow began to make his bourbon back in Kentucky in 1835, his neighbors were enthusiastic about it. Today, all America is enthusiastic about lighter, milder 86 Proof Old Crow. In fact, Old Crow is now America's *preferred* bourbon... the finest Kentucky bourbon ever put into glass!

NOW IN A MILDER
LOWER-PRICED 86 PROOF BOTTLING!

Old Crow is now available in a milder 86 Proof bottling, today's highly popular companion to the historic 100 Proof Bottled in Bond.

"The Greatest Name in Bourbon"

THE OLD CROW DISTILLERY COMPANY, FRANKFORT, KENTUCKY, DISTRIBUTED BY NATIONAL DISTILLERS PRODUCTS COMPANY.

This huge room carved in a mountain by prison labor may be Franco's tomb. Located 30 miles from Madrid, it is 2800′ long and 165′ high.

IS THIS FRANCO'S TOMB?

A cross 500′ high, visible 30 miles away, stands atop the tomb.

FOR 15 YEARS, laborers recruited from Spanish prisons have been gouging a mammoth cave in the Guadarrama Mountains near Madrid. Now, the façadė, walls and ceilings are being decorated in an elaborate style. These labors will produce a tomb supposedly for those who died fighting on both sides in the Spanish Civil War. But at the cave's deepest point, beneath a dome about as big as the one topping St. Peter's in Rome, lies a sepulcher. Few doubt that this is destined to be the final resting place of dictator Francisco Franco.

continued

Save 25¢ on UNGUENTINE Says Arthur Godfrey

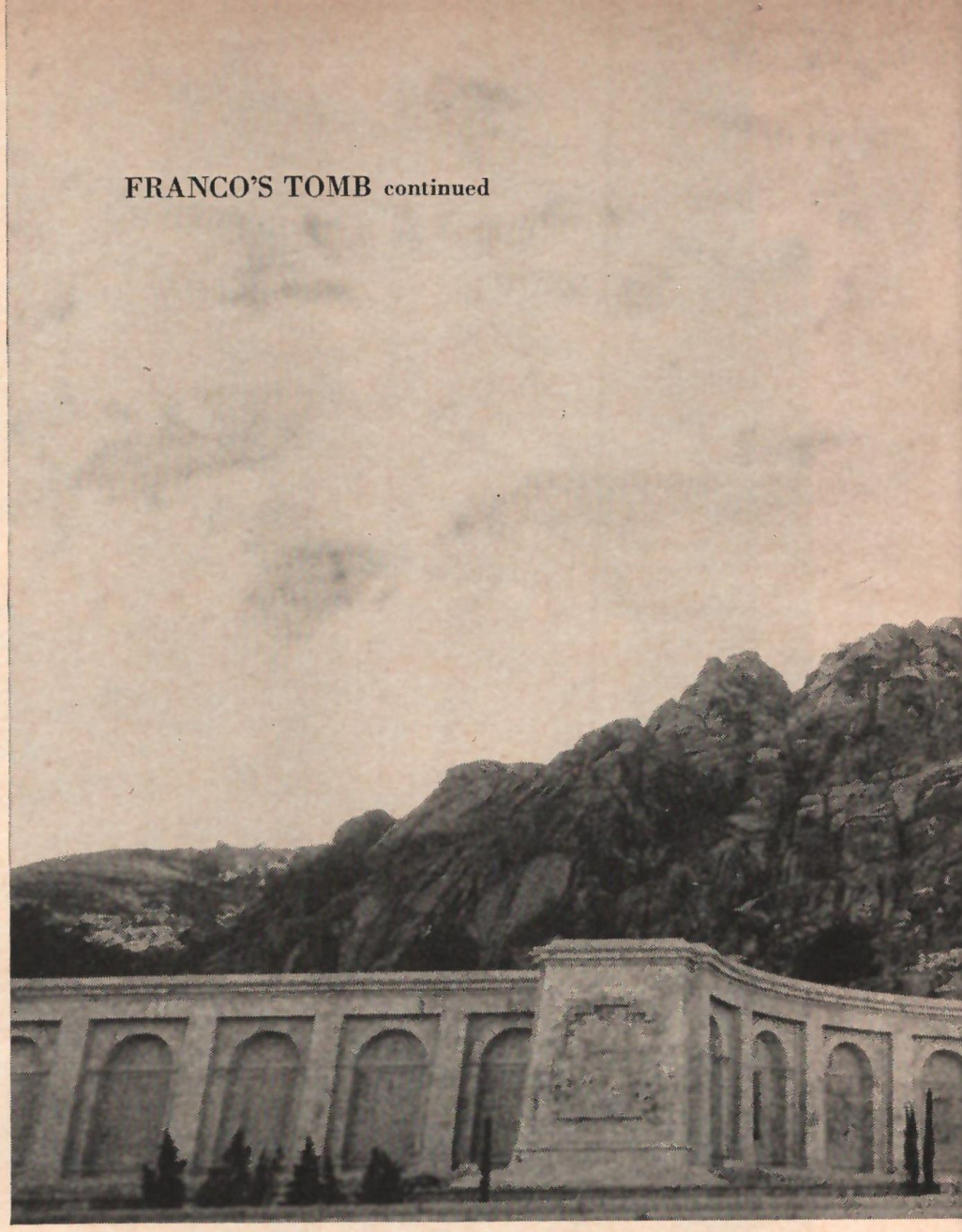
Wonderful new first aid for "skinjuries"!

1. Relieves pain fast—doesn't sting!
2. Fights infection!
3. Promotes healing!

Save 25¢ Just buy this Special Offer Pack!

- On the flap of the Special Offer Pack, check off the "skinjuries" new Unguentine® helped heal.
- Mail empty carton with your name and address to Unguentine, Box 182, New York 46, N. Y. on or before Oct. 1, 1957.
- We'll send you 25¢ by return mail!

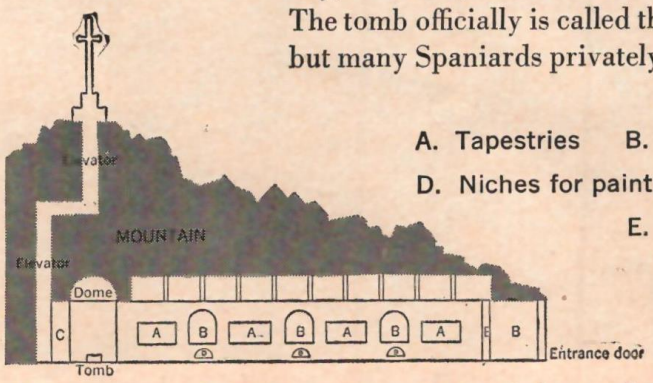
A Norwich Product



Towering over trees in foreground, immense façade flanks the entrance to the

Officially named the Valley of the Fallen,

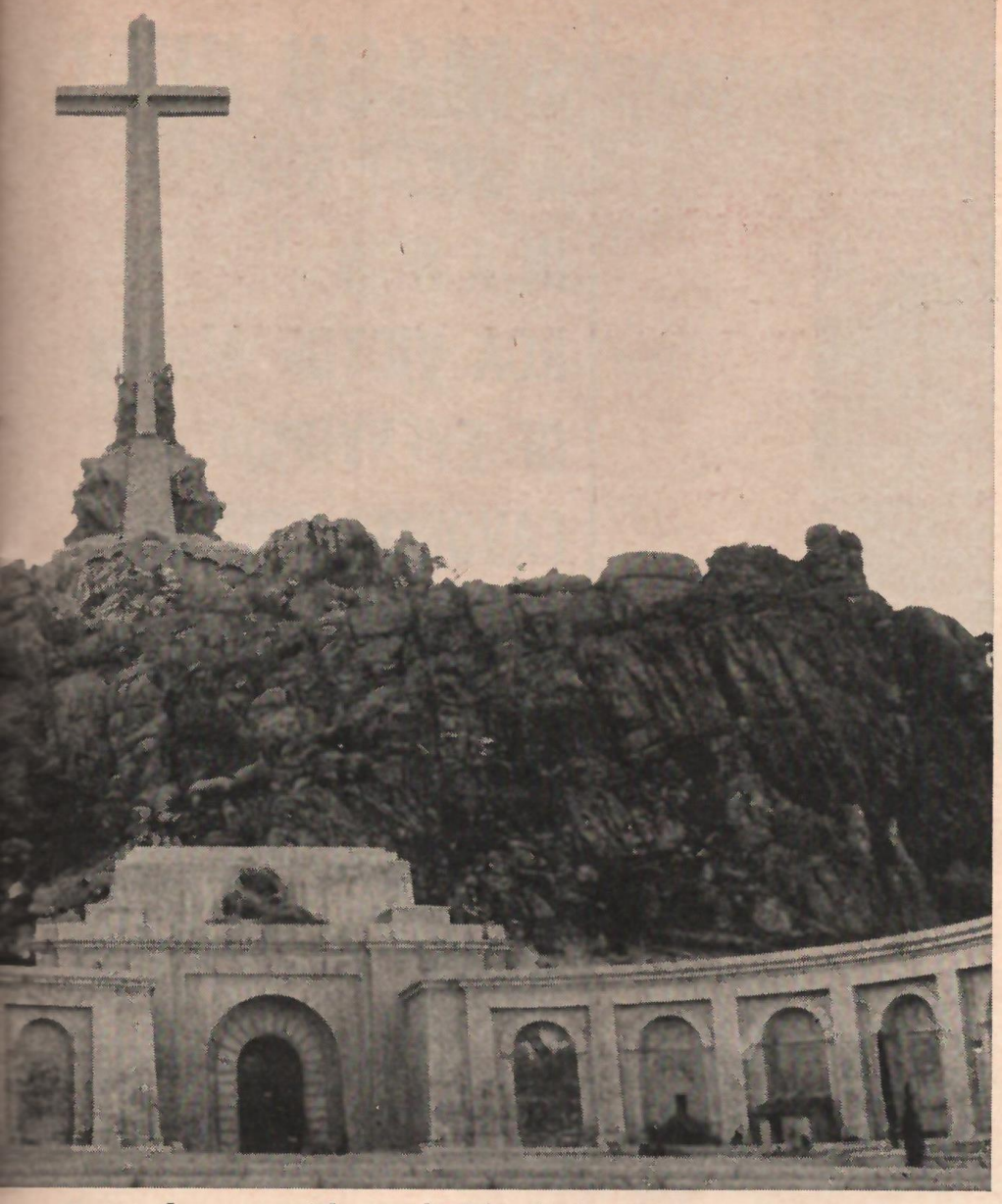
Spanish troops have guarded the site of the massive mausoleum since work began in 1942. Until recently, it has been hidden from the outside world. Today, however, its existence is common knowledge. The tomb officially is called the Valley of the Fallen, but many Spaniards privately call it Franco's Folly.



A. Tapestries B. Bas-reliefs C. Choir
D. Niches for painting and sculpture
E. Wrought iron gate

This diagram shows the cross section of the tomb.

A tremendous monastery has been built across valley from the tomb. Monks

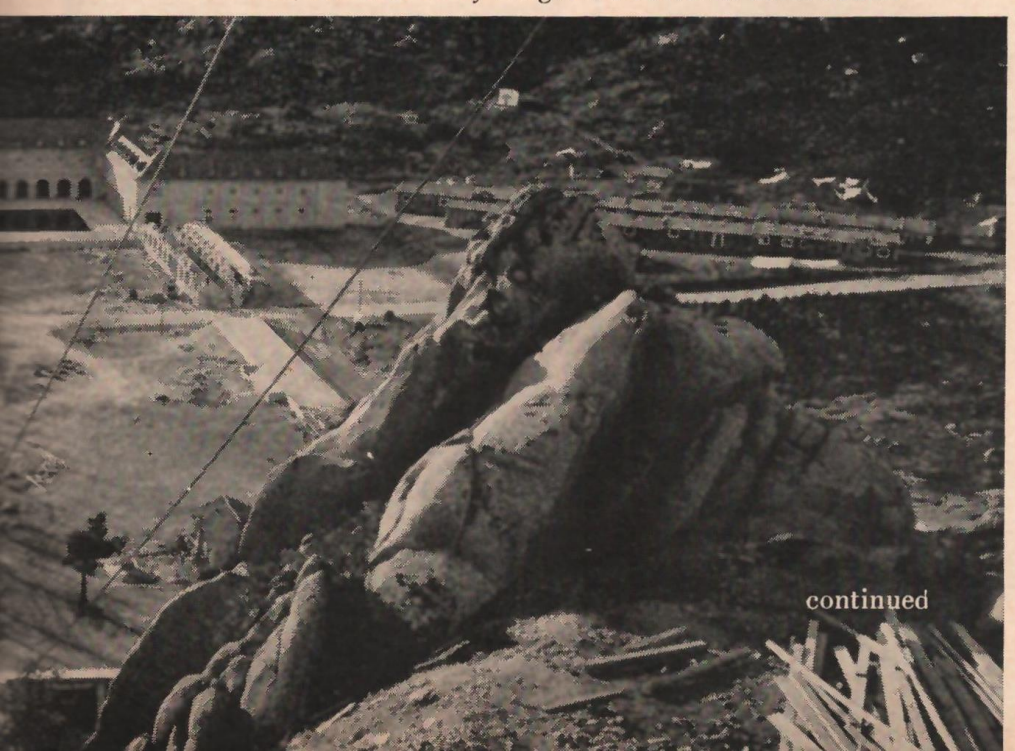


monument. Its twenty niches, each 73 feet high, will contain bas-reliefs.

the tomb is also dubbed Franco's Folly

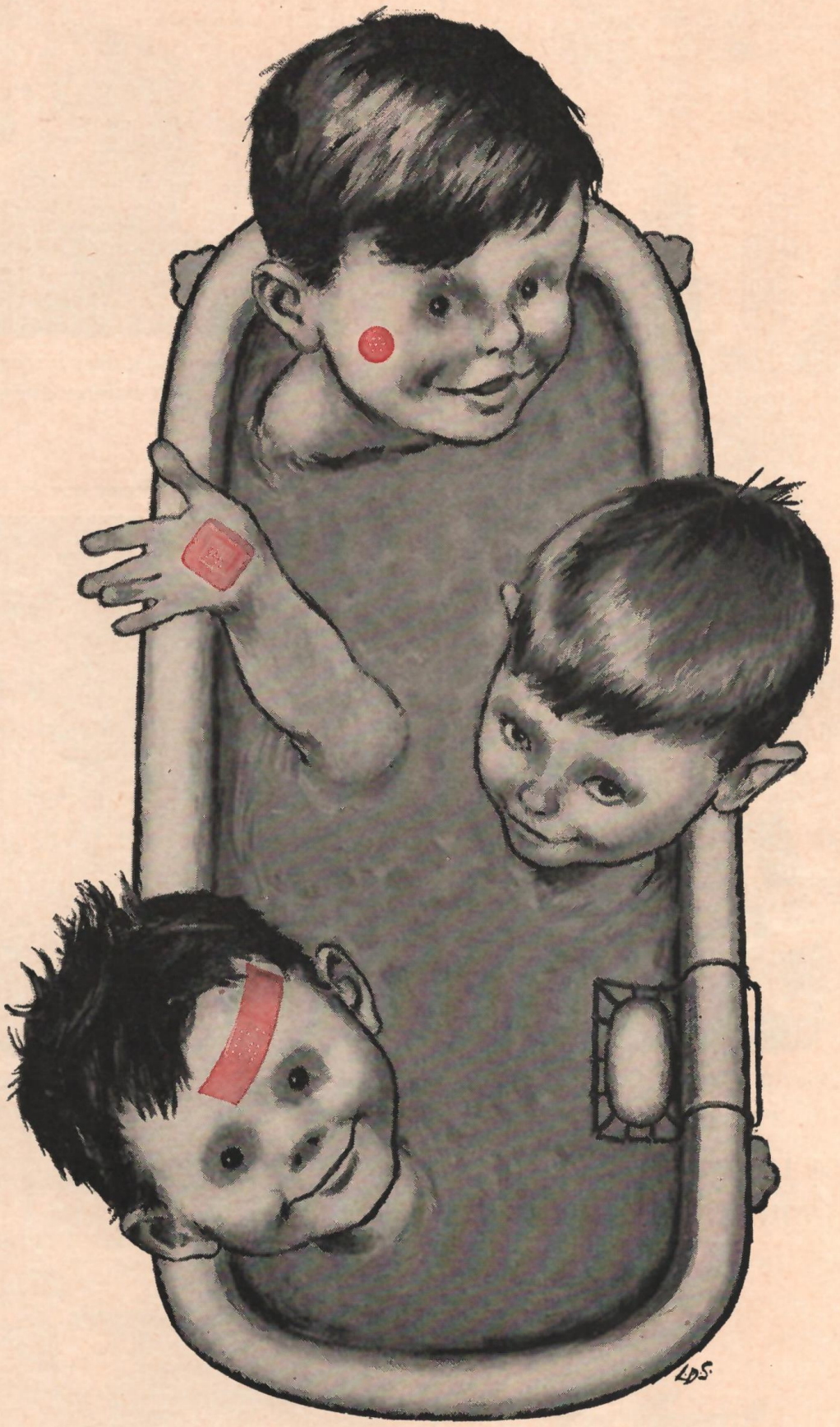
Marble statue of Jesus after Crucifixion, now in a storeroom, may have been carved to cover Franco's coffin.

housed there, it is said, will hold daily religious services at mausoleum.



continued

3 new plastic bandages...
all with **SUPER·STICK**



• A shape for every need
• Won't loosen in water
FASTER HEALING—
tiny vents let
filtered air reach wound

Johnson & Johnson

Says Singin' Sal, the Barbasol Gal:

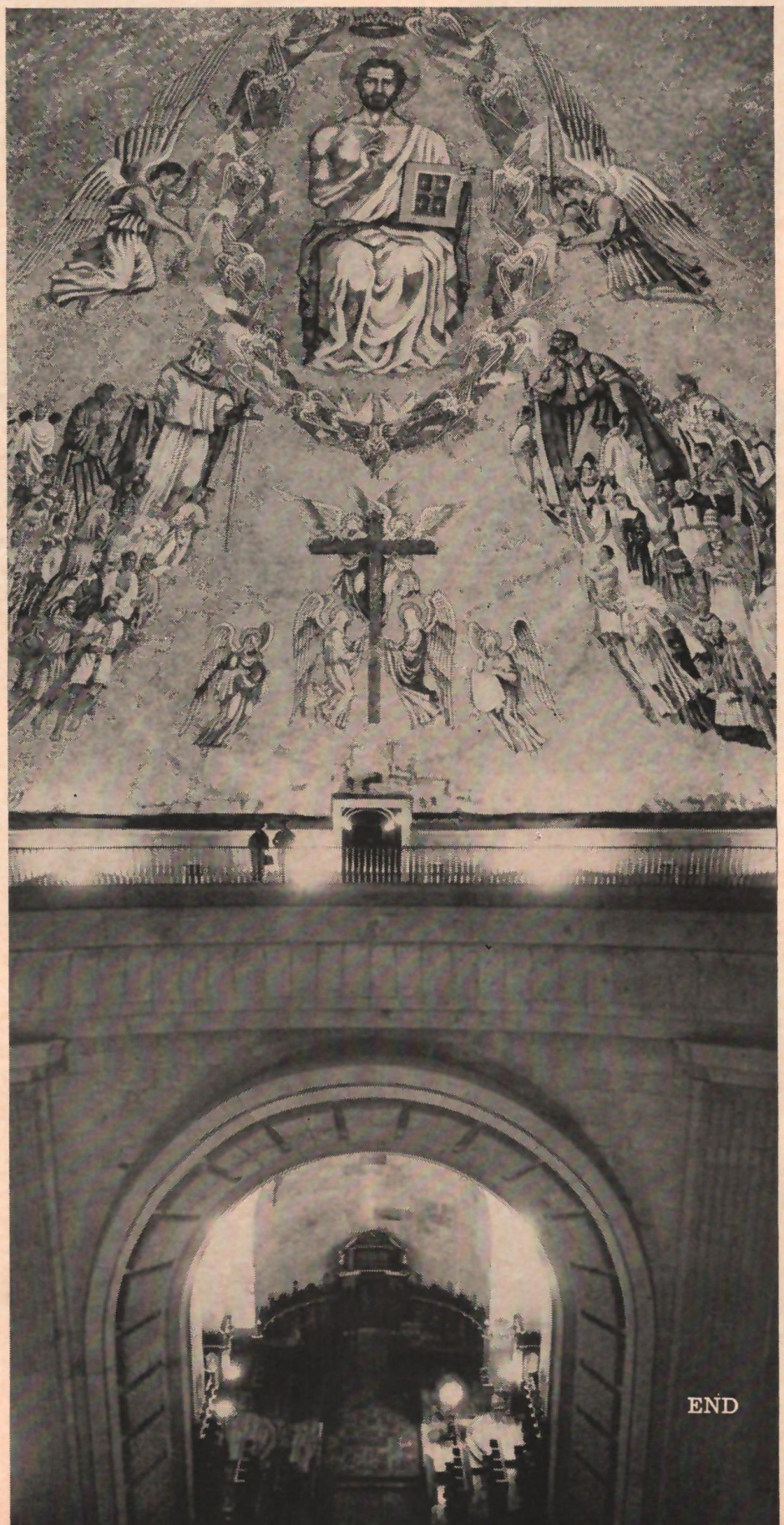
"BARBASOL'S A LIFESAVER FOR MEN WITH TOUGH BEARDS"

Drown shaving troubles in Barbasol Presto Lather. The bristliest whiskers slide off fast. Barbasol's built-in skin aids help you look younger, condition your skin as you shave. 10-oz. size is ⅔ bigger, yet costs what others charge for 6 oz.—79c. 6 oz. just 59c. Also in tubes and jars. Save face and money with Barbasol! Barbasol!

SHAVING'S FIRST NAME

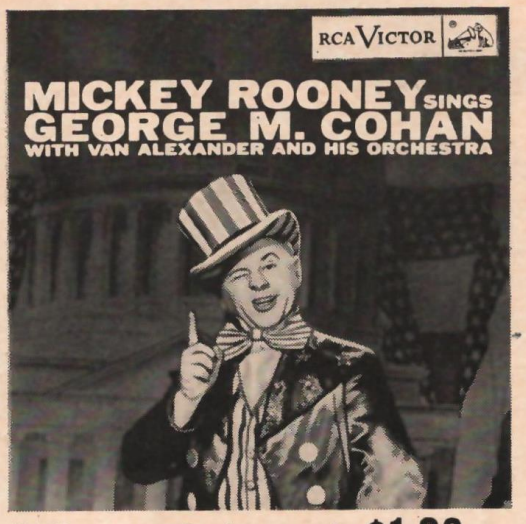
Gigantic statues surround cross. Only Spanish artisans and materials were used.

Men standing on the balcony, center, are dwarfed by the enormous dome.



END

SMASH HIT!
A GREAT STAR IN A NEW RCA VICTOR ALBUM OF EVERYBODY'S FAVORITE SONGS!



45 Economy Package only **$1.29**
Long Play only **$3.98**

RECORDED IN NEW ORTHOPHONIC HIGH FIDELITY

RCA VICTOR

NATIONALLY ADVERTISED PRICES

CORNS also Calluses. Quick, easy, and economical. Just rub on. Invisible. Jars, 35¢ and 60¢. At drug stores.

REMOVED BY MOSCO

Your money refunded if not satisfied. The Moss Company, Rochester, N.Y.

WHEN YOU MOVE...

send both your new and old addresses to LOOK, Des Moines 4, Iowa. Please send them at least five weeks before moving day to be sure of uninterrupted service.

6-25-57

zemo

gives wonderful relief from MADDENING DRY SKIN ITCH

A Doctor's Soothing Medicated Antiseptic

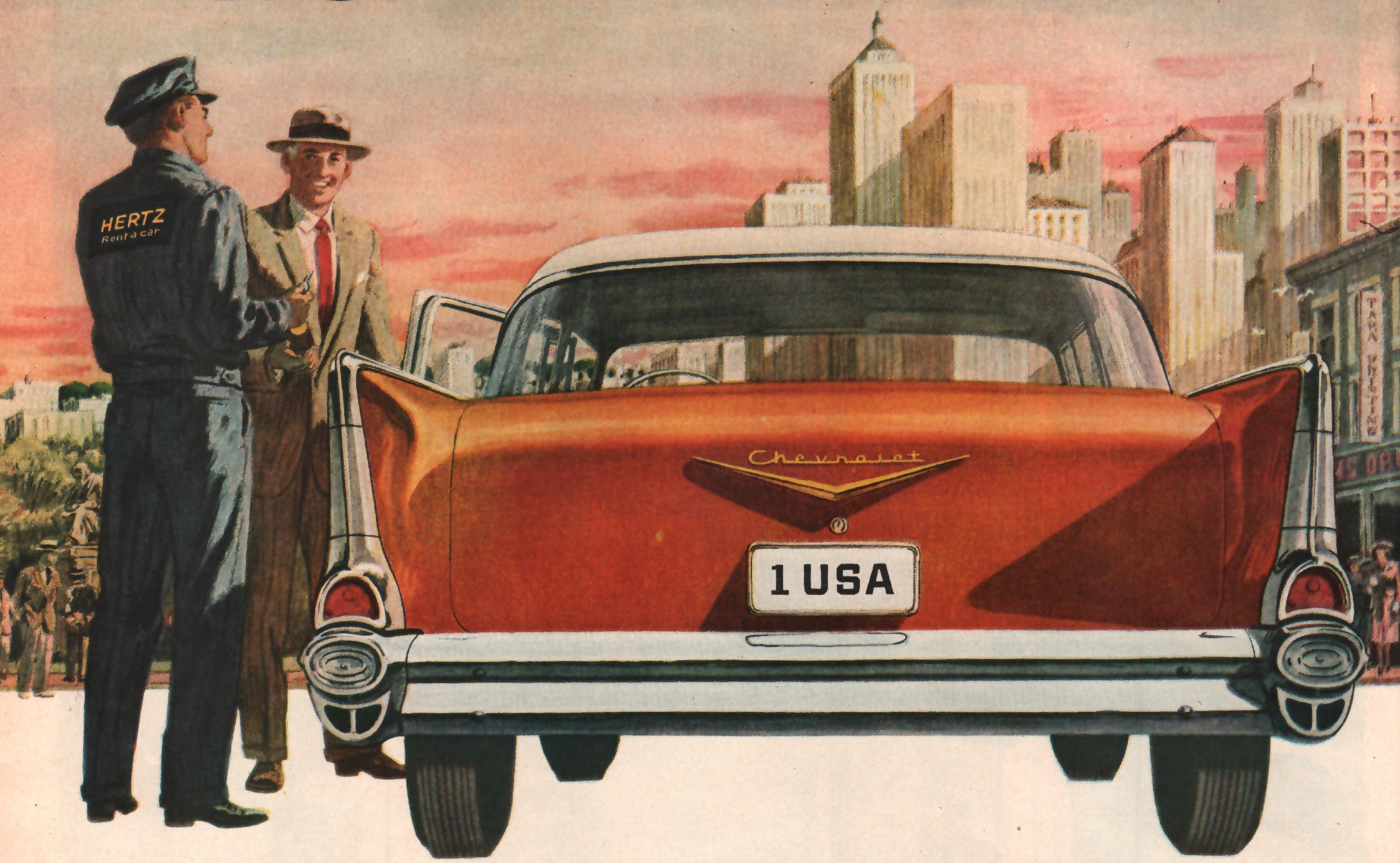
Zemo promptly relieves the intense itch of surface skin rashes, eczema, psoriasis, ringworm and athlete's foot. Zemo stops scratching and so aids faster healing and clearing of the irritated skin. The first trial of this soothing doctor's antiseptic convinces! Greaseless. Stainless. Buy *Extra Strength* Zemo for stubborn cases.

On the threshold of a perfect Gin and Tonic...

There's no Gin like **GORDON'S**

94.4 PROOF • 100% NEUTRAL SPIRITS DISTILLED FROM GRAIN • GORDON'S DRY GIN CO., LTD., LINDEN, N. J.

Hertz rent it here



Now...at no

News! Hertz Rent A Car—originator of "Rent it here...Leave it there" more than 30 years ago— now offers you this popular service nation-wide at no extra charge!

That's right! No longer must you pay an extra charge for the return of a car to the city where you rented it.* You pay *only* the regular rate (national average—$7.85 a day plus 8 cents a mile). And that includes the cost of *all* gasoline and oil you use en route . . . and proper insurance.

Go anywhere! Hertz has over 1,350 offices in more than 900 cities —world-wide. *More* offices by far where you can *rent* a car. *More* cities by far where you can *leave* a car. And *more* locations where you can make *reservations* for a car!

In any Hertz city you can rent a bright, new Powerglide Chevrolet Bel Air or other fine car. Drive the car to any other Hertz city and

Travel Tip: Get to your destination faster by plane or train—then rent a Hertz car for use there. Or drive it to any

....leave it there!

extra charge!*

leave it at the Hertz office there. And remember—Hertz rents the kind of cars you like to drive. They're all in top condition, expertly maintained, more dependable, cleaner cars. More with power steering, too! Just show your driver's license and proper identification. In addition to the Hertz charge card, we honor all air, rail, Diners' Club and hotel credit cards.

To be sure of a car at your destination—anywhere—use Hertz' more efficient reservation service. Call your local Hertz office for fast, courteous service. We're listed under "Hertz" in *alphabetical* phone books everywhere! Hertz Rent A Car, 218 South Wabash Avenue, Chicago 4, Illinois.

More people by far... use

HERTZ

Rent a car

***applicable to rentals of $25.00 or more**

Hertz office in any other city and leave it... then continue on your way by plane or train. That's The Hertz Idea!

Pack a Picnic with energy

Just add water and mix in one minute . . . they take only 12 minutes to bake!

General Mills

Quick 'n easy home-baked treats for outdoor fun

New Betty Crocker Macaroon Mixes!

"They'll come out perfect* every time—I guarantee it!" Betty Crocker

*PERFECT! Yes, every mix we make for you is guaranteed to come out perfect, or send the box top to Betty Crocker, Box 200, Minneapolis, Minn., and General Mills will send your money back!

Macaroon Double Deckers — Mix up both macaroon flavors — Coconut *and* Chocolate Coconut. Drop together on no-stick baking paper contained in each package. Makes 4 dozen macaroons.

Party Pastel Macaroons — Divide Coconut Macaroon dough into 3 parts. Tint each part with few drops food coloring. Drop by half teaspoonfuls on baking paper. Bake about 10 to 12 minutes.

Macaroon Snappers — Place 3 walnut or pecan halves with ends together for each macaroon on baking paper. Drop dough on nuts and bake. Top with Betty Crocker Chocolate Fudge Frosting Mix.

Listening to his champagne music makers at dress rehearsal of *The Lawrence Welk Show* (ABC-TV, Saturdays) delights Welk.

Lawrence Welk: nobody likes him except the public

By BILL DAVIDSON

IN THE PUBLIC'S MIND, the typical orchestra leader looks like a Hollywood glamour boy, wears clothes like a haberdasher's model, favors obscure music intelligible only to himself, and lives a highly colorful, sometimes highly censurable, private life. It so happens that America's Number One orchestra leader, Lawrence Welk, does not fit the formula. He is a pleasant, fatherly, middle-aged man who doesn't smoke cigarettes, drinks nothing stronger than skimmed milk, wears store-bought suits and plays music which is so melodic and simple that it can be danced to by grandmothers.

When *The Lawrence Welk Show* first appeared on

continued

Welk clowns around during Monday night dress rehearsals of his *Top Tunes and New Talent* show (ABC-TV). On the actual show, the tension makes him freeze up.

More than 5,000 people jam the Aragon Ballroom

During the show, Welk dances "to loosen up" the audience with his band's "champagne lady" and female vocalist, Alice Lon.

Colitis keeps him on strict diet. Before airtime, he eats a jar of baby food.

His music may be as "subtle as a metronome,"

the ABC network in July, 1955, it was greeted with gay derision by the intelligensia of show business. A noted orchestra leader declared, "Who is this square? He stumbles all over the stage and his band plays corny arrangements that we threw away fifteen years ago." Critic John Crosby of the New York Herald Tribune wrote, "The Welk style is about as subtle as a metronome." Milton Berle surveyed a swarm of entertainment celebrities in Las Vegas and gagged, "So much of the country's real talent is gathered here that if a bomb were to drop on us, Lawrence Welk would become an overnight sensation."

Today, they're still guffawing at Welk—but the laughter has become a trifle hollow. At the two opposing networks, he has become known as "The Meatgrinder," because of what happens to programs that have been thrown into the time-spots opposite him. The list of

on week-end nights in Ocean Park, Calif., to hear Welk. Here, he hands out his calendar cards and souvenirs. For tickets to *The Lawrence Welk Show,* there's an 18-week wait.

but it has eliminated a list of TV competitors that reads like a Who's Who of telecasting

competitors he has eliminated reads like a Who's Who of telecasting. Among them are Jimmy Durante, Herb Shriner, Janis Paige and Robert Montgomery. A good sprinkling of expensive spectaculars have also been hacked up in the Welk meatgrinder, and only recently, the favorite comedian of the intellectuals, Sid Caesar, went through the chopper. Not only did he and NBC agree to terminate a 10-year contract that still had seven years to run, but NBC was reported to have unsuccessfully attempted to entice Welk to switch networks by offering him Caesar's choice time-spot.

Typical of his effect on some 50,000,000 Americans who watch his shows weekly is the attitude of a Boston schoolteacher who is one of his fans and who once wrote, "I feel as though he were my big brother, God bless him." A further indication of Welk's appeal is the fact that at a time when practically all other dance halls in the U. S. are dead or dying, he attracts crowds of upwards of 5,000 people to the Aragon Ballroom in Ocean Park, Calif., where he plays on week-end nights. There are myriads of citizens from all over the United States for whom Welk now is California's most dazzling tourist attraction. As a woman from Atlanta recently told him, "There are three things I just *had* to see when I came to the West Coast: you, Disneyland and my sister!"

A good portion of the 54-year-old Welk's popularity stems from the fact that he is an ex-farm boy from North Dakota who has been an underdog contending with the city slickers all his life. Though both of his weekly full-hour TV shows have phenomenal ratings (occasionally exceeding Perry Como and Jackie Gleason, among others), he has

continued

Photographed by EARL THEISEN

take the Sizzle out of Summer

pour ROMA over ice

Pour your favorite ROMA Wine over ice
for cool refreshment — so light,
so easy to enjoy, so inexpensive!

ROMA WINES in the Dripless Bottle

ROMA WINE CO., FRESNO, CALIFORNIA

He has been the target of sneers for so long that now he's completely used to it

never even been nominated for any of TV's top awards. He used to brood about such snubs, but, as he says, "God always does something to teach you a lesson about these things."

Welk's lesson came in 1952, when he had a local show on Los Angeles television station KTLA. As usual, he was murdering the opposition in the ratings, regularly trouncing such network standbys as *Ozzie and Harriet* and *The Schlitz Playhouse*. When it came time for the local Emmy Awards, Welk was told by his advisors that he was a shoo-in for the Best Musical Program award. So he went home and climbed into his dinner jacket, which he hadn't worn in years, and he rushed to the Emmy Awards dinner at Ciro's Restaurant. His name didn't even come up for consideration.

"I felt pretty bad about that," says Welk, "and I left Ciro's in a hurry to drive out to the Aragon Ballroom where my band was playing. I was depressed all the way. But then I saw something that convinced me I should never worry about such things again. Outside the ballroom was a sign reading, "Sorry. Parking lot filled."

Since then, Welk has adopted the axiom that no one likes him except the public. When he's called "corny" and "square," he employs the classic Liberace retort, "I cry all the way to the bank." This generally silences his critics, because he currently is grossing $3,500,000 a year from TV, radio, personal appearances and records. He is offered guarantees of $35,000 for a one-night engagement, which is remarkable when you consider that Glenn Miller and Benny Goodman, in the heyday of the big-name bands, never got more than $10,000. In 1956, a million-and-a-half dollars worth of Welk's records were sold and he alone accounted for a huge proportion of Coral Records' total income.

He's a Stubborn, Benevolent Tyrant

Welk says, "By now, I've been sneered at so much that I'm used to it." A friend says, "For that kind of money, I wouldn't mind being sneered at either. But it isn't as easy as it looks. For all his simple farm-boy appearance, Lawrence is a fairly complicated man. He has chronic colitis and he lives on a diet of skimmed milk and baby foods. Besides, he does a lot more than just stand up on the stage and count 'one-uh, two-uh' for a group of nice-looking musicians. In a way, he's a stubborn, benevolent tyrant, and he has welded that band into one of the slickest entertainment units in the country."

A hint of his stubborn side came recently when a man arose in the question-and-answer session, which Welk habitually holds with his studio audience before TV shows, and asked, "Why doesn't your orchestra play progressive jazz?" A flicker of anger passed over Welk's face and he replied, "Because we have a standing policy that we don't play anything I don't understand."

Welk has other fixed rules, and his wrath is monumental when any of them are violated. Female vocalists are not permitted to wear low-cut gowns; bald men in the audience are not allowed to dance in the aisles (because of light reflecting into the cameras from their crania); band members must not smoke or drink at work and must look contented at all times when on camera; they must lead happy home lives and allow him to arbitrate, if necessary, to avert divorce; all the musicians must descend from the bandstand to dance with females in the audience, but they must not be too attentive or Welk will remind them, over the microphone, of their wives and children waiting at home.

There still *is* much of the simple country boy in Welk. His unsophistication is enormous. Time after time, wily song-pluggers have slipped suggestive lyrics past him, so that now he has a committee to call any double entendres to his attention. For the same reason, he refuses to work with comedians, since they have taken advantage of his innocence so frequently in the past with off-color material. He is a

continued

Jupiter, the largest of the planets, is called father of gods and men. Painted for the De Beers Collection by Herbert Saslow. De Beers Consolidated Mines, Ltd.

Star of stars
love's fair light

¼ carat (25 points) $90 to $200
½ carat (50 points) $225 to $455
1 carat (100 points) $635 to $1200
2 carats (200 points) $1410 to $3300

FACTS ABOUT DIAMONDS Color, cutting, clarity and carat weight contribute to a diamond's beauty and value. A trusted jeweler is your best adviser. Divided payments can usually be arranged. Price ranges above are based on quotations by jewelers throughout the country in April, 1957, for their top-grade engagement diamonds (unmounted) in weights indicated. Prices vary with top qualities offered. Exceptionally fine stones are higher priced. Exact weights shown are infrequent. Add tax.

In shining splendor, Jupiter, called father of gods and men, reigns in his celestial palace. And lovers now, as through the centuries, take courage from his dauntless glory. Long ago, a star as brilliant as this mighty planet was born of earth to light the way of love for you and one you cherish. Your engagement diamond is your star of stars. It shines for one man and one woman, constant and wondrous in its beauty, stirring hope, reflecting change, recounting the fullness of your life, for you and all who follow you.

A DIAMOND IS FOREVER

NEW ROYAL TRITON

Announcing a new formulation of Royal Triton 10-30... the amazing purple motor oil

Now more than ever, all-weather Royal Triton 10-30 prolongs your engine's trouble-free performance for thousands of extra miles. Royal Triton 10-30—the all-weather grade of the amazing purple motor oils. Ask for it wherever fine motor oils are sold.

UNION OIL COMPANY OF CALIFORNIA

Los Angeles: Union Oil Bldg. • New York: 45 Rockefeller Plaza • Chicago: 1612 Bankers Bldg. • Boston: 214 Harvard Ave.
Philadelphia: Eastwick Ave. & Edgewood St. • Kansas City, Mo.: 612 W. 47th St. • Dallas: 313 Fidelity Union Life Bldg.
New Orleans: 644 Nat'l Bank of Commerce Bldg.

His million-dollar TV shows are run like a small-town family business

sucker for people coming to him with hard-luck stories. He once nearly went bankrupt because droves of music publishers descended on him with tales of woe and induced him to play so many unknown songs that his audience stopped listening. Welk recently lost $6,000 by financing a decrepit house in Burbank, Calif., for a fellow North Dakotan who subsequently skipped town; and he lost more than $20,000 in an Iowa restaurant which featured "Squeezeburgers"—hamburgers shaped "like Lawrence Welk's accordion."

Ralph Edwards reports that no one has ever been so easily tricked into appearing on his *This Is Your Life* TV show. The afternoon of the program, Welk had been fooled into believing he was to make filmed commercials for his own automobile sponsor that night. When he arrived in front of the NBC building in Hollywood, with TV cameras grinding away, and was greeted as the "biographee" of the evening by Edwards, he stubbornly started delivering the commercial. Welk later said, "My first reaction was anger. I had rehearsed those commercials for four hours, and then this joker Edwards walks into the first take and ruins it."

Welk is most at home at the Aragon Ballroom. He performs there exactly as he did when he conducted barn dances in his native North Dakota. He dances with elderly ladies, runs waltz contests, and announces birthdays and anniversaries. Some of the same flavor is in his TV shows—but they're an ordeal for him.

Commercials Present a Tough Problem

He is terrified of cameras, so he makes each announcement no more than ten words in length, and then flees. He has never learned how to get out of camera-range properly, and he sometimes suffers the embarrassment of running into a piece of equipment or a saxophone player in full view of the TV audience. He is very sensitive about his lack of education (he left school in the fourth grade) and his German accent (he was raised in a German-speaking community in North Dakota). He is one of the few remaining performers who relies completely on prompter sheets—cards with speeches written on them in large script, held up by a prop boy. Sometimes, he even studies quite carefully how to say such lines as, "That was very, very nice, Larry. And now we'll hear from Alice." Nevertheless, he is guaranteed to make at least three fluffs per program with at least one lapse into Teutonic pronunciation (commercials often throw him). "Join the swing to swept-wing," he reads as "Join the sving to svept ving," when he gets excited. But that, say the experts, gives him his charm.

Despite the fact that his TV shows are a multimillion-dollar enterprise, he runs them like a small-town family business. All three of his children—Shirley, 24, Donna, 20, and Larry, 16—scout new talent for him, and young Larry is credited with bringing in the Lennon Sisters, Welk's hottest attraction. At the end of each TV show, Welk announces to the studio audience, "My son, Larry, is at the door, and as you leave, he will pass out Lawrence Welk Souvenir Calendar Cards." The only member of the Welk family not utilized in the enterprise is Mrs. Welk, a former nurse from North Dakota whom he married in 1931. Welk says firmly, "It's my job to run the business, and it's her job to supervise the home and the family's religious activities." The Welks are devout Catholics, and have a statue of the Virgin Mary in a specially built shrine outside their bedroom window.

Welk's seriousness about religion stems from a long heritage of religious persecution. His forebears originated in German-speaking Strasbourg, in what is now Alsace-Lorraine in France. They had to leave Strasbourg when their Catholic sect came under attack, and his parents moved to South Russia, where they helped found a new Strasburg, as they spelled it, on the Volga River. Further persecution drove the Alsatian emigrants to the New World and they built Strasburg, N. D. Welk was born there in a sod house on his father's 500 acre

continued

Canada Dry Ginger Ale brightens any ice cream soda with its natural Ginger flavor. So tasty...easy to make!

CANADA DRY

Canada Dry frosty summer sodas are quick and easy to make right at home. A chilled glass, a scoop of ice cream and any one of 10 Canada Dry delicious flavors.

Welk's only musical education was a correspondence course in piano-tuning

farm. Until he was 21, he spoke nothing but German at home, in school, in church. He says, "I had a terrible complex in the German community. We all felt we were not as good as other folks. We were foreigners in a strange country." Welk was sickly as a child and kept falling behind in school. The other children taunted him about this. When he was 11 years old, he suffered a burst appendix and was out of school another full semester. He refused to go back to the fourth grade with children two years younger than he. That was the end of his formal education.

Welk says, "After that, the only time I was at ease was when I played music on my father's accordion. It was the only thing I did well." (To this day, his only musical education has been a correspondence course in piano-tuning.) Soon, he began picking up a few dollars at weddings. "They lasted three days," he says, "and by the third day, my left wrist would be torn and bleeding where the accordion strap had cut through the skin."

In Welk's limited world, "show business" consisted of occasional vaudeville troupes and medicine shows that passed through the little town. One of the itinerant troubadours was an Irishman named George T. Kelly who billed himself with his wife as "Ole the Swede—Peerless Entertainers." Kelly latched on to Welk and bolstered his timid ego. Welk says, "He gave me lectures about all men being created equal until I believed it. I was a big ignorant farm boy, but he taught me English and how to behave in public. I owe almost everything to him."

When Welk left Kelly and struck off on his own, the sneering began again. Throughout his career, Welk has been faced with another constant hazard in addition to the sneers: So-called experts are always trying to change his style. But Welk hasn't budged in his determination to be himself. He says, "People want a steady, understandable beat to their music, the original melody as the composer wrote it, without trick variations and off-beat chords." There is evidence that Welk is winning over some of the tough cynics of show business. Michael Nidorf, a veteran manager of big-name bands and vocalists, says, "Welk has top musicians playing simple arrangements, and they make a good musical sound." But to critic John Crosby, it is more basic than that. "The people seem to like Welk's style," he says, "and who am I to argue with the people?" END

However you "cream" your coffee –

You'll love the fresh taste and the convenience of PREAM!

Extra creaminess. Delicious Pream is made entirely from fresh sweet cream and other milk products. The exclusive Pream process captures their fresh taste for your table.

Extra convenience. New Economy Size Pream® "creams" up to 70 cups of coffee. Never spills or spoils. Stays fresh tasting in daily use!

If you like it "with", you'll love it with Pream! Buy Pream in the Regular or Economy Size at your favorite store next time you shop!

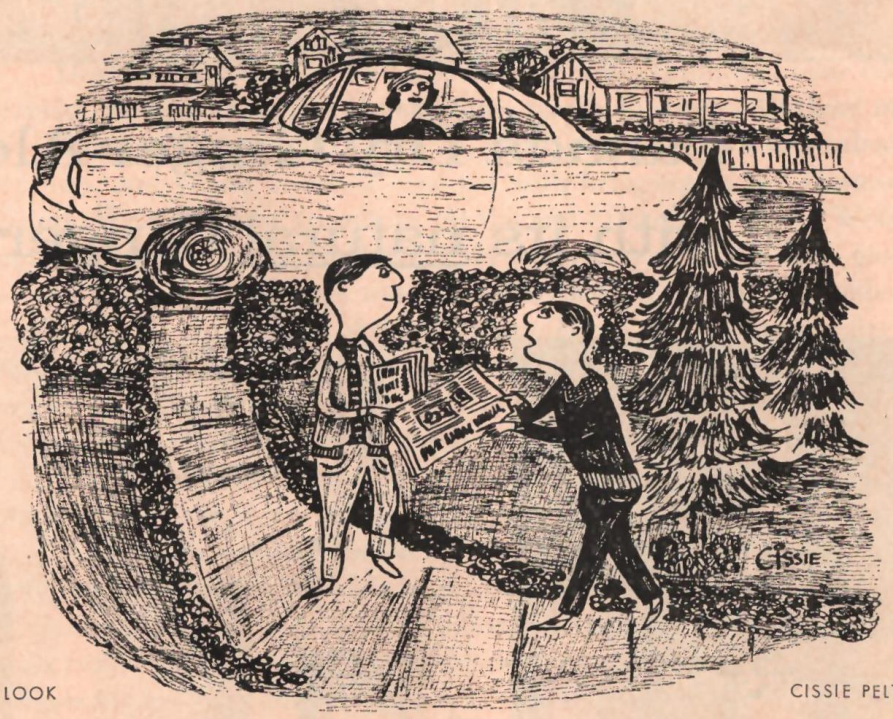
new recipe! **PERFECT VANILLA FROSTING**

3 tbsp. Pream
⅛ tsp. salt
1 lb. pkg. confectioners' sugar, sifted
4 tbsp. soft butter or margarine
1 tsp. vanilla
2-2½ tbsp. hot water

Combine all ingredients. Blend until thoroughly mixed and smooth.

FREE RECIPE FOLDER! Write Sally Ross, Pream Test Kitchen, Box 447, Columbus 16, Ohio.

© 1957, H. C. MOORES CO., COLUMBUS 16, OHIO



LOOK — CISSIE PELTZ

"I'd like to have a paper route, too, but my mother can't get the car every day."

FRONT: THE SCREWDRIVER, (VODKA IN ORANGE JUICE) . . . REAR: VODKA IN GINGER ALE • VODKA COLLINS • VODKA IN GRAPE JUICE • VODKA AND TONIC.

HOW MANY SWALLOWS MAKE A SUMMER? Don't give it a thought; *just make sure the swallows are delicious.* Into a glass of your favorite fruit juice, your best-liked soft drink, pour a jigger of Smirnoff Vodka. Or, make your Collins with it; or the popular Vodka-and-Tonic. You'll be amazed. For Smirnoff adds a certain something to summer drinks without changing their well-loved flavors. Caution: make sure you use smooth, mellow, flawless Smirnoff Vodka, standard of the world since 1818.

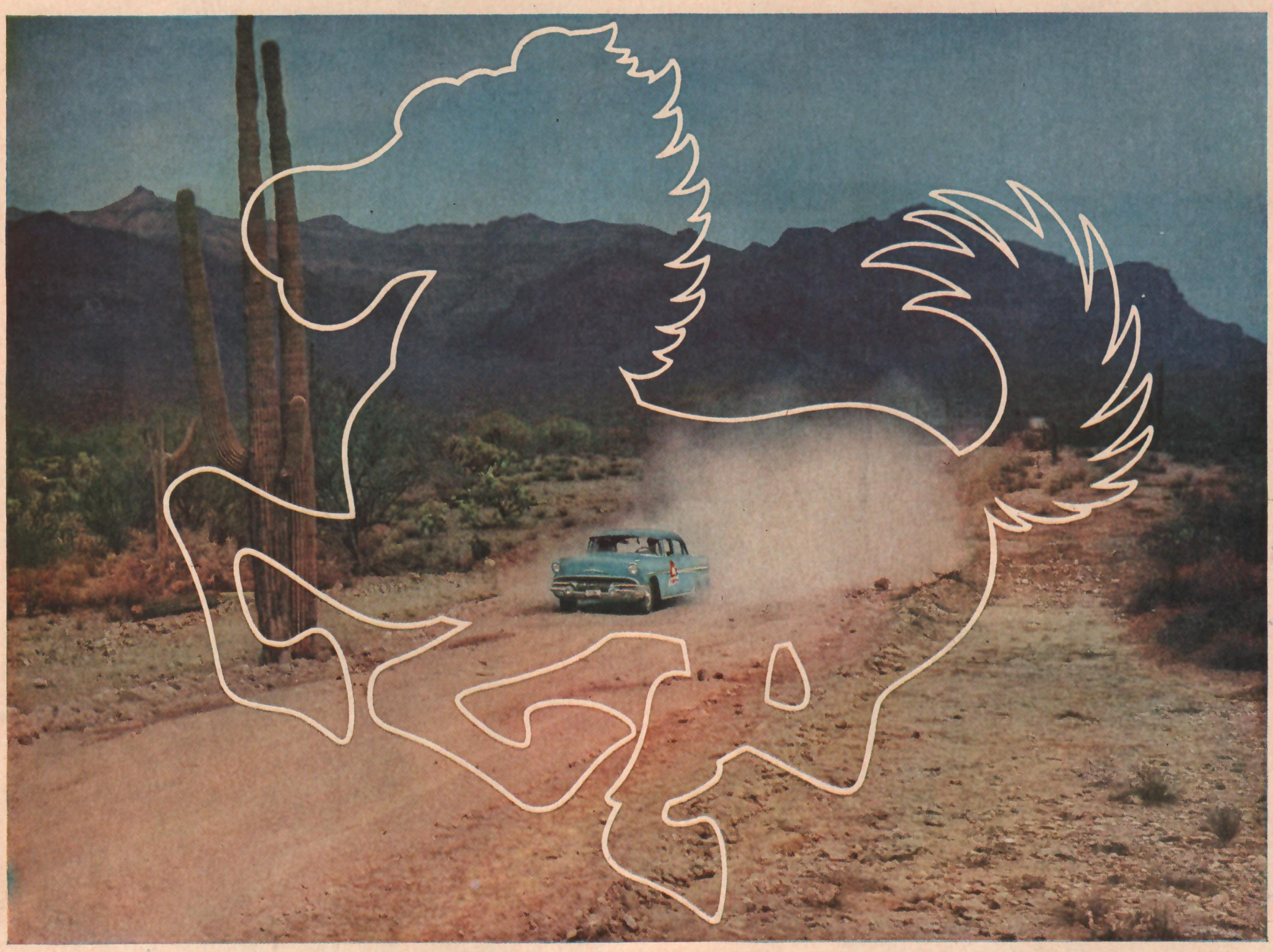
the vodka of vodkas

Smirnoff®

THE GREATEST NAME IN VODKA

80 AND 100 PROOF. DISTILLED FROM GRAIN. STE. PIERRE SMIRNOFF FLS. (DIV. OF HEUBLEIN), HARTFORD, CONN., U. S. A., FRANCE, ENGLAND, MEXICO.

Sizzle Test!



Proof . . . AC Spark Plugs deliver full efficiency for recommended service life!

Location: thirty miles southeast of Phoenix, Arizona, somewhere among the Superstition Mountains. Weather: bright and clear. Temperature: a stifling 112 degrees.

This is a land of cactus, sun and swirling dust. In the heat of the summer, and in one of the most notorious heat belts within the continental limits, AC Spark Plug Division of General Motors sought out the hottest area and put AC Spark Plugs to the test . . . one of a series of tests under extreme climatic conditions to prove again that ACs are best for the kind of driving you do.

Hour after hour the desert tests went on—new ACs versus AC plugs after a normal lifetime of use. Acceleration tests. Economy checks. Tests run at slow speeds . . . medium speeds . . . and full throttle!

At last the tests are completed and final tabulations made. Here is one more proof that AC Spark Plugs, with normal servicing, will supply all the power you need, all the economy you could ask, right up to recommended lifetime limits.

AC SPARK PLUG THE ELECTRONICS DIVISION OF GENERAL MOTORS

CHANGE AT LEAST EVERY 10,000 MILES

By LAURA BERGQUIST
LOOK STAFF WRITER

As a student at People's University in Peiping, Hawkins wears winter garb of Russian boots and fur hat. He played basketball in this court, and lived in dormitory.

A turncoat comes home

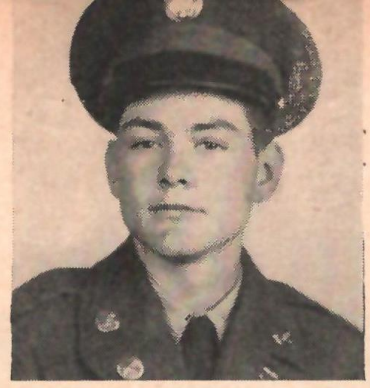
The curious story of a lady preacher's son who chose Red China after Korea, then returned

ON A SULLEN, GUSTY DAY last March, the kind that often whirls into a tornado, Samuel David Hawkins came home to Oklahoma City. He was 40 pounds heavier, almost three inches taller, and seven jetspeed years older than when he had left home as an underaged GI of 16 who hadn't yet stopped growing or begun shaving. This was no usual homecoming. Hawkins, at 23, was the city's most notorious native son. The youngest of the 21 U. S. turncoats who chose to live in Red China after the Korean War, he was now the seventh to repent that decision and come home.

Some 400 curious but not hostile folk, including a clump of blanketed Indians, pressed against the guard fence at the airport to see the tall, personable young man arrive. "Biggest crowd we've had out for any celebrity in a long, long time," said an airport official. Wearing Russian square-toed shoes

continued

Seven years of ordeal—of waiting, hoping, regretting—show in Mrs. Carley Jones' face as she poses with her son David on front porch of rooming house.



Hawkins entered army at 16.

For a young man bent on escape and utopia, Red China offered only a grim, joyless and puritanical existence.

A photo that stunned Americans: South Korean and American POW's, including young Hawkins, demonstrate for the Reds.

and luxuriant Elvis Presley sideburns, Hawkins reluctantly left the safety of the plane. "Glad to have you home, son," said a stranger impulsively, stretching his hand toward the startled Hawkins.

Tremulous, looking as if he might burst into tears or bolt any moment, Hawkins searched the crowd for his mother, Mrs. Carley Jones, whom he hadn't seen in the seven years since he had left home. "Ma!" he yelled, and raced to embrace her. Into a battery of TV and radio mikes, he then spoke in an accent more British than Okie, picking his words carefully, and with a candor that had impressed newsmen, and TV audiences, in interviews all the way from Hong Kong to Oklahoma City. They twitted him about the Presley sideburns. "Who's Elvis Presley?" he asked, like a man from the moon.

How, someone probed later, did he manage to answer with such aplomb the many tough questions tossed at him. "The Chinese taught me always to think three times before answering," said Hawkins, who by temperament is impulsive, highstrung. "It's a technique," he said, "that gives you time to think over all possible alternatives, and weed out foolish answers."

Of the seven turncoats now home, this onetime Boy Scout and only son of a lady evangelist, had excited the most public curiosity.

This photo of Tanya and Hawkins was shot by a LOOK photographer who ran into him in Red China.

His wife Tanya, a White Russian, may soon join him

At first dubious about her son's marriage to Tanya, because she thought it might keep him permanently in China, Mrs. Jones says of her new daughter-in-law: "Through her letters, I've grown to love her as I would a real daughter." The new Mrs. Hawkins, a convent-raised orphan, who may soon be reunited with David in a new American environment, wrote Mrs. Jones: "Reading your letters I feel you're a real mother to me. . . . David is very kind to me and I love him. We have spent nearly three years together. I am not a Communist and I don't like their ways." She couldn't get work when they found she wanted to go to America.

Perhaps it was because he didn't fit the popular image of what the 21 defectors were like. A British correspondent, interviewing him in Peiping two years ago, was amazed to find him "such a typical, cleancut American college boy in type—tall, slim, muscular, open." Yet the boy who once had led the hymn-singing in his mother's mission, by January 26, 1954, at the age of 20, joined other POW's in signing that stilted, incredible statement that came out of Panmunjom: "Why are we not going home? We know from experience what is going on . . . in America, the witch hunt, McCarthyism . . . and for those who are Negroes, lynch law and the color bar. . . . Here [in

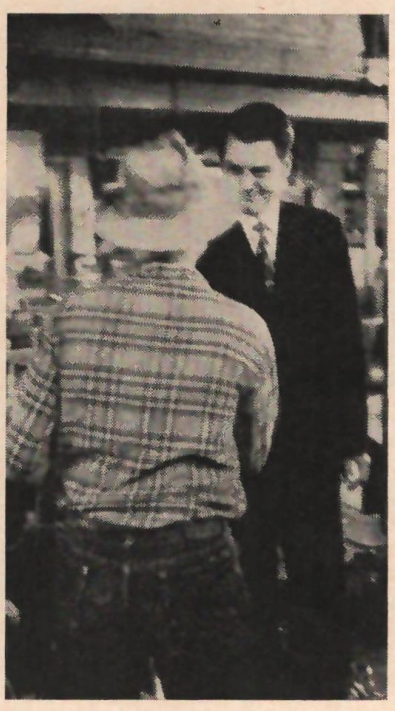
continued

At Peace Cafe, he could get American dishes he missed, like chicken, chops. Chinese opera and art intrigued Hawkins, but "I never want to eat Chinese food again."

Over bottle of Chinese beer, he chats with Burmese friend, center, and once-prosperous Chinese couple in Peiping "night club" which is allowed to stay open till 11 p.m.

A millionaire and a Gold Star Mother welcomed him home

"First I'd like to buy an Okie shirt, jeans and a good pooch," he said. He named dog "Mr. B."



Workman at the A.R.K. plant gives new colleague Hawkins a warm handclasp. Others, asked opinion about his being hired, replied, "No comment."

Lady preacher, Mrs. L. D. Foster, offers prayer of thanksgiving before serving supper of his favorite dishes.

prison camps] we have experienced real democracy for the first time."

Leaving the airport, Hawkins was flanked by a bizarre welcome-home committee. His right arm was firmly clutched by Mrs. Ed Grisham, Gold Star Mother, whose only son had been killed in Korea. Her prompt, warm support of Carley Jones' public plea for funds, to defray David's fare home—after she had heard he was willing to come—had raised a ruckus at the local Gold Star Mothers' chapter. ("She's got a heart as big as all outdoors," said a dissenter, "but absolutely no sense.") Carley had scraped together $145.50, dutifully returned, when M. H. Champion, a bluff, outspoken Oklahoma millionaire, had offered not only to underwrite Hawkins' fare home, but find him a job.

"I did what I thought was right," said Champion, whose Lincoln stood waiting at the airport to whisk Hawkins to his mother's rooming house. "He's not coming home a hero. He'll have to stand on his own two feet. Hell, convicts that commit dozens of crimes are often paroled from prison. So why not give this kid a break? As for me, I've lived through three terms of F.D.R., two of Eisenhower, been shot up in two wars, married three women—what more can happen to me?"

Hawkins' grandmother, Mrs. Herbert Slaughter, whose health had been seriously impaired by the shock of his defection, awaited her favorite grandson in her neat, white frame house, with a cake inscribed, "We Love You, David," baked by a well wisher.

Hawkins came home without his White Russian bride Tanya, 24, whom he had married last June in a bleak Chinese-government ceremony costing 15 cents. They rushed the marriage to save her from being deported to Russia, for all brands of Russians then were being rounded up for shipment home. Getting both him and Tanya out of China at the same time was an impossible feat, experts said. The pretty, convent-bred girl needed special entry permits from the British in Hong Kong, where she would have to talk in person to the U. S. consul, so he could scan her record and see if she were fit for clearance for America. After three years in the utopia of communism, Hawkins was desperate to get home, and left ahead of her.

His mother, meanwhile, went to work. She wrote Queen Eliza-

continued

Your body is too important to "swallow" anything but the TRUTH

Now, From Research Comes Truth: Medical Science reports important new findings on BAYER versus an aspirin with a 'buffer' added... based on major studies to determine speed of pain relief without stomach upset.

Yes, this research further verifies that BAYER Aspirin is still the safest, gentlest, fastest-acting pain reliever you can get!

THE TRUTH

BASED ON 3 YEARS' RESEARCH

In 1954, as part of a continuing research project to bring greater certainty and absolute truth to the field of pain relief, BAYER sought the aid of one of America's foremost analgesic authorities, whose work is centered in several of New York's largest clinics.

This specialist began a carefully controlled series of clinical tests—tests on people in actual pain—to compare the action of BAYER Aspirin versus aspirin with a 'buffer' added.

Thousands of tests were made on patients actually suffering pain... the findings were checked and rechecked, analyzed and corroborated beyond any question or doubt. Throughout three intensive years, the results were always the same!... bringing to light new and additional verification that BAYER is the safest, gentlest, fastest-acting pain reliever you can buy.

THE TRUTH

—CONFIRMED...

BAYER called for further tests, further evidence. This new research was conducted by members of the staff of one of the East's prominent Medical Schools.

Again and again, the two pain relievers... BAYER and aspirin with a 'buffer' added... were tested clinically to determine speed of pain relief without stomach upset... tested on people actually suffering from many types and degrees of acute pain suffered daily by millions.

Again, the results were the same... adding further confirmation that ever-dependable BAYER Aspirin is still the safest, fastest, gentlest pain reliever you can get!

THE TRUTH

—CONFIRMED AGAIN!

To climax its relentless search for the truth about pain relief, BAYER requested an eminent professor of a renowned Mid-Western Medical School to undertake a new and completely independent study of people in actual pain. The two pain relievers were again compared under true pain conditions. The findings of this third and exhaustive study were overwhelming and indisputable!

Hundreds of pain-ridden patients in the three independent studies verified over and over again that BAYER is still the safest, most reliable antidote for pain in medical history. You can trust your body to BAYER to feel better fast.

THIS RESEARCH is based on the one final and absolute method for testing the value of pain relievers—by studying people suffering from real pain.

YES, FROM RESEARCH COMES TRUTH...

The safest, fastest-acting pain reliever you can get...

BAYER® ASPIRIN

breeze through summer

—with Tampax!

Oh, we're not suggesting Tampax can do anything about the heat! The sun will go right on glaring down . . . the thermometer will go right on up to boiling point! But when it's time-of-the-month for you, you'll be mighty glad you're wearing Tampax® internal sanitary protection, the *coolest* protection ever!

What a wonderful sense of freedom you enjoy when you use Tampax. Not to be bothered with pins, belts or pads. Never to worry about telltale lines or bulges—no matter *how* you're dressed. Never to know chafing or irritation. Not even to be aware that you're wearing it!

Tampax is invisible and unfelt when it's in place. Because it's worn internally, odor can't possibly form. Nice thing about it—it's so made that your hands don't ever have to touch it. It's the *daintiest* ever to insert—and to dispose of.

Tampax lets you do what you like, whenever you like—go swimming, riding, sightseeing—*you* name it. And you can carry spares just by tucking them away in your purse! So make the *most* of your summer. Use Tampax. 3 absorbencies (Regular, Super, Junior) wherever drug products are sold. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.

Invented by a doctor—now used by millions of women

TAMPAX INCORPORATED
Palmer, Mass.
Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Absorbency is checked below.
( ) REGULAR ( ) SUPER ( ) JUNIOR

Name_____
(Please print)

Address_____

City_____ State_____

Sideburns disappear and his hair gets shorn at family insistence. After that, almost no one in town knew him.

He finds Army life "best I ever knew"

beth, as "one mother to another." The Queen's secretary replied. Tanya would be admitted to Hong Kong if money for her trip to America was guaranteed. Champion immediately obliged. Earlier, Hawkins had worked in Hong Kong for Tanya's admittance to America.

How had this Odyssey started? When he signed for a three-year peacetime hitch in the Army at 16, Hawkins was a restless adolescent, overly tied to his mother's apron strings, yet in rebellion against her. He blurred the inked vital statistics on his birth certificate by splashing water on them with an eyedropper. The Army, which then was desperate for manpower, accepted him as a 17-year-old. Off went Hawkins to Fort Riley, Kan., in 1949 for basic training. Carley wearily gave her consent to the hoax "to keep him off the streets." He soon wrote that he liked Army life "better than any I'd ever known. I like the feeling of belonging to a solid organization."

David's confusion about where and to whom he belongs crops up in his use of the word "mother." This can mean any one of three women—Carley Jones, his grandma Slaughter or an aunt with whom he lived one glorious year on the West Coast, at 15.

David's real mother Carley is a woman of complexity. When her second husband Bill went off for six years of active service in World War II, from North Africa to Germany, Carley became a lady evangelist in real earnest, and David often stayed with his grandmother. Carley's marriage fell apart when Bill came home and said: "Carley, you're a changed woman. This religion has got you. I can't get through to you any more. You're forcing that boy to go to church so much he'll never darken a church door again." Carley says, "David was heartbroken when Bill and I broke up. He said, 'Now I won't have a father again.' "

Hawkins must have racked up some kind of record for boy-hours spent in church. When his mother took over a Holiness mission, he led the hymn singing. When they were Holy Rollers, he did his homework at 2 a.m. to the late night sound of hallelujahs. Hawkins says confessing ideological sins in Communist meetings was plain easy, because it was not unlike the testifying at the Holy Rollers.

Mrs. Jones had grave misgivings about letting David join the Boy Scouts—they were too "worldly." But despite her extreme piety, she has an inquiring, restless mind, which forever explores new faiths and roads to salvation, taking up one creed, then another. It is a sort of restlessness her son seems to have had too. She has no interest whatever in politics, but after David's defection, began reading up on communism. "You know, theoretically, it's like how the Bible says we should live. No man more important than another. But it doesn't work out that way at all, of course." It is conceivable this same utopian appeal may have swayed Hawkins in POW camp.

He had to dig out an atlas to look up Korea when war flared

continued

If You Want To

STOP SMOKING

Airline Pilot Tells How!

Roger Don Rae is a senior pilot for TWA. He says: "Bantron allowed me to stop smoking without noticing it. Today I am free of the habit. I tell all my friends who want to stop smoking—try Bantron!"

Here at last is a safe, new product, developed at a great American University, that has helped thousands stop smoking. In a series of clinical tests, published in a leading Medical Journal*, scientists reported that 4 out 5 men and women who wanted to quit smoking stopped within 5 days when they took Bantron.

And the Bantron way is so easy and pleasant! Just take 3 Bantron tablets a day, after meals, for four days. Then only 2 a day until all desire to smoke leaves you. 80% are "Free" in 5 to 10 days.

Taken as directed Bantron is perfectly safe. It acts as a substitute for the nicotine in your system which gives you a craving for tobacco. Now at drug stores without prescription. Price $1.00.

Bantron
BRAND
Smoking Deterrent Tablets
A Campana Product

**Copies available to doctors on request.*

Callouses

Pain, Tenderness, Burning Are Quickly Relieved

You'll quickly forget you have painful callouses, burning or tenderness on the bottom of your feet, when you apply Dr. Scholl's Zino-pads. Thin, soft, wonderfully soothing, cushioning, protective. Separate *Medications* included for quickly removing callouses. Try them!

Dr Scholl's Zino-pads

★ BUY MORE ★
U. S. Savings Bonds

NEW!
8-DAY HOME TREATMENT
FOR PAINFUL, INFLAMED
HEMORRHOIDS

See what wonderful relief Unguentine Suppositories can bring when you follow the easy home treatment for just 8 days. If you can remember ever having bought any other hemorrhoid remedy anywhere, at any price, that brought you:

1. **Faster pain relief**
2. **Quicker reduction of swelling**
3. **More soothing coating of your entire irritated area**

return empty boxes to your druggist and every last penny will be refunded.

A Norwich Product

Today ask for
SPECIAL 8-DAY PLAN PACK!
Unguentine®
SUPPOSITORIES
for Hemorrhoids

Courtesy of *Dun's Review and Modern Industry*

Look at Cleveland and see America

And we mean *prosperous* America. Cleveland is the center of one of the country's greatest growth areas. Within a 500-mile radius are: more than three-fourths of America's production, over two-thirds of our wholesale markets, more than half the population of the U. S. and Canada.

In the last decade Cleveland has poured over 2½ billion dollars into industrial development alone. That's more than $2,500 for every man, woman and child in Cleveland. It has produced over a quarter of a million new jobs, better homes and better living for the people in the Cleveland area.

Clevelanders produce a major part of America's steel, chemicals, paints, automotive and aeronautical parts and accessories. The busy Port of Cleveland serves the big steel, coal and farm areas of Pennsylvania, West Virginia and Southern Ohio.

Already a famous Lake Port, Cleveland will become a major *world* port—open to sea-going trade—when the fabulous St. Lawrence Seaway goes into action. Cleveland can't help growing now. Small wonder that the people of Cleveland are so busy—and so prosperous.

WBC serves the people of the Cleveland area through Radio and TV Stations KYW and KYW-TV. The strong response of audiences and advertisers to both of these stations is another example of WBC penetration. It confirms our belief that broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.

KYW Radio &
KYW 3 TV—Cleveland

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBC

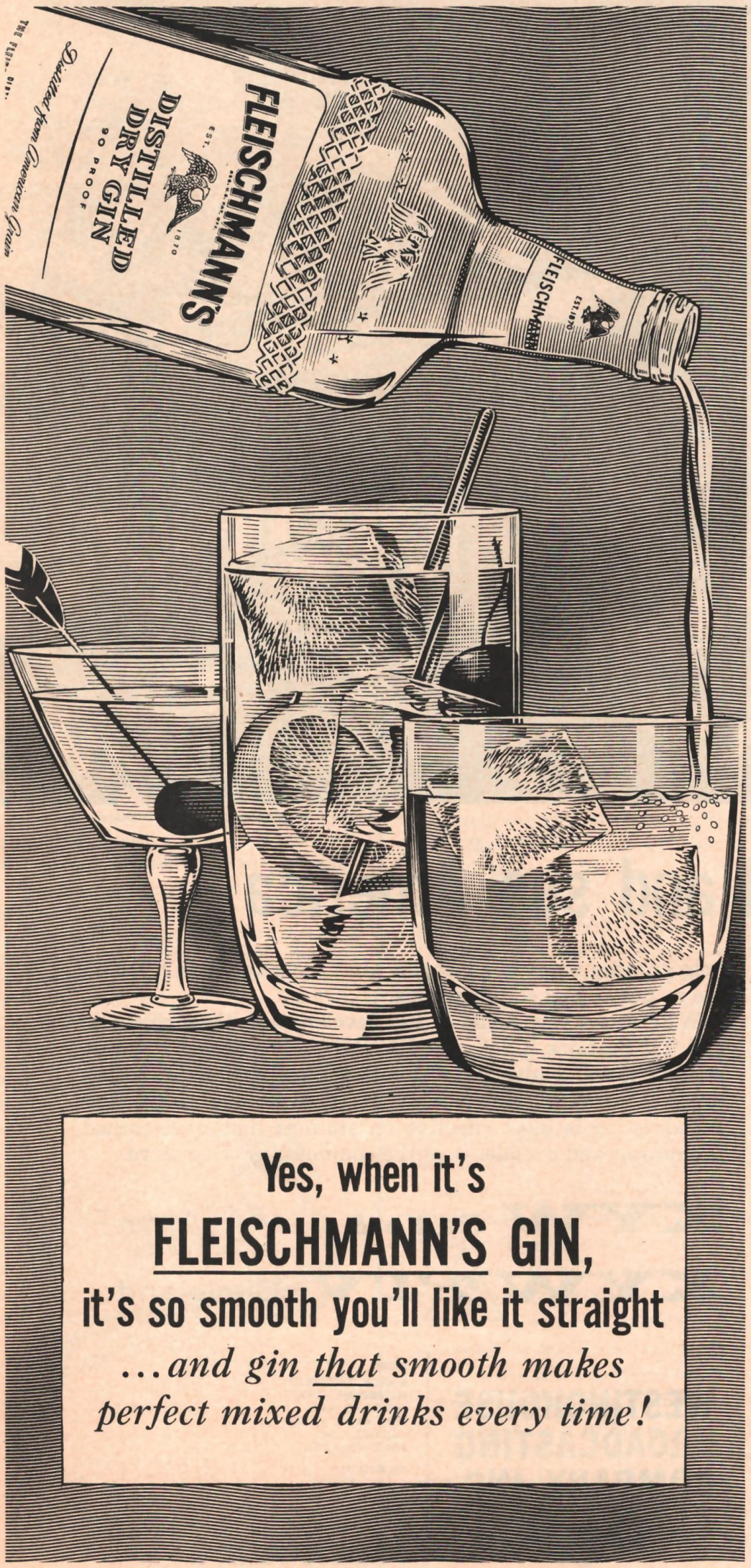
RADIO
BOSTON, WBZ+WBZA
PITTSBURGH, KDKA
CLEVELAND, KYW
FORT WAYNE, WOWO
CHICAGO, WIND
PORTLAND, KEX

TELEVISION
BOSTON, WBZ-TV
PITTSBURGH, KDKA-TV
CLEVELAND, KYW-TV
SAN FRANCISCO, KPIX

WIND represented by A M Radio Sales
KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by
Peters, Griffin, Woodward, Inc.

"Careless Driving is Kid Stuff"

What? Gin'n Nothing?



Yes, when it's
FLEISCHMANN'S GIN,
it's so smooth you'll like it straight
...and gin that smooth makes perfect mixed drinks every time!

DISTILLED FROM AMERICAN GRAIN • DISTILLED DRY GIN • 90 PROOF
THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK CITY

Camp 5 was almost a "sports camp"

there. He scorned the teen-agers who chickened out, begging tender age. He shipped out to Korea on August 4, 1950 with the ill-starred 2nd Division. It bore the brunt of the Korean battles for the first five months of the war. By August 22, Hawkins—just turned 17—was fighting in battle. He knew only vaguely that the enemy were "Communists," and how to identify an enemy uniform.

On November 25, the Chinese launched a surprise counteroffensive that shattered U.N. forces all down the line. The biggest batch of U. S. prisoners was bagged then, most from the 2nd Division; ten of the 21 turncoats, including Hawkins, were captured in just one 48-hour period. "Take to the hills," Hawkins' commanding officer ordered. First, David, the officer's staff driver and radio operator, turned on the jeep's ignition to disable it, and destroyed his radio; then he joined four other fleeing GI's. One, poised to lob a grenade at an enemy machine-gun nest, accidentally dropped it. David was the only man left alive, badly wounded in back and thighs. He kept walking until he passed out.

He woke up in a cave that served as a Chinese field hospital. A Chinese doctor greeted him as "Comrade" and gave him an apple. This soft treatment by the new enemy flabbergasted David, who had heard horrible tales of atrocities committed by the North Koreans.

Eventually, Hawkins was moved to notorious Bean Camp, a hideously overcrowded camp of thousands where 40 men died daily. Hawkins is still haunted by the diet the prisoners got and makes hollow jokes about a menu of rotten potatoes, half-boiled beans, frozen turnips, rice, maggots. At Bean Camp, he developed night blindness, from diet deficiencies. His feet froze and a toe rotted off. He got permanent kidney trouble. The temperature was 30° below zero.

At Camp 5, to which he next moved, the Communist indoctrination started. Never in history had American prisoners been exposed to such an intellectual battering ram. For two years, Hawkins attended compulsory four-to-five-hour lectures each day on such topics as Social Development or History of the Korean War. Why are you fighting the Korean people? What have they ever done to you? Do you know that this is a civil war? What are you doing here? Such were the questions raised. Discussions were supposed to follow, but out of teacher's earshot, the GI's usually swapped theories about what new car models were like back home. In 1953, the lectures became voluntary, but Hawkins kept on attending. Camp 5, at Pyuck Tong, had by then become an elite camp. "Trouble makers" had been weeded out. About 24 per cent of the prison population could be classed as "progressives," according to Hawkins; that is, they were men who actively co-operated with the Chinese. Most POW's were "middle men" who did what they were told but nothing more.

It was almost like a nice "sports camp," says Hawkins, who was promoted to mail clerk at Camp 5. Both Chinese and American holidays were celebrated. Sports ran heavily to basketball, baseball, soccer. Sugar, tobacco, pork were liberally included in the diet, and prisoners planned their own menus. Six guards kept casual watch on the camp. Hawkins, a comic-book addict, began wading into the works of Mark Twain, Upton Sinclair and Gorki made available by his captors. As typist for the camp paper, he copied long depositions dealing with germ warfare "confessions." The details sounded convincing. He heard an Air Force colonel, making a lecture tour of prison camps, personally "confess" that he dropped the bombs.

Every six months, he rewrote the autobiography he had prepared for the Chinese. They probed into sensitive areas. Were his family ties strong? Would he have any personal reason for not wanting to go home to the United States? Thus the Chinese checked his progress.

Something in Hawkins' autobiography, or makeup, made him a target for wooing when the Chinese evidently hurriedly decided that they needed a token group of GI's to refuse repatriation, as counter-propaganda to the thousands of Chinese and North Koreans who wouldn't go home. "Do you want to work for peace?" Hawkins was

continued

Today Color Photography Comes of Age!

New from Ansco research

Super Anscochrome

Super Anscochrome in 120 and 35mm sizes, daylight type.

SPEED 100

- **First color film that's even faster than standard black-and-white film**
- **Ten times faster than conventional color film**
- **Gets the color pictures you've never been able to get before**

Moon, match and lamp post were the sole sources of light . . . yet Super Anscochrome, fastest color film ever created, captured this romantic little scene in lifelike tones. Exposure with Super Anscochrome: *f*/3.5, 1 sec.

Candles were the only light! Super Anscochrome, the color film that's faster than black-and-white, got this without flash or floodlight, without time exposure at 1/10 second at *f*/3.5.

Once only black-and-white had the speed you needed for top action. No color film was fast enough! But with Super Anscochrome, you can freeze fastest action in sharply defined color . . . use smaller stops, get greater depth of field! Exposure with Super Anscochrome: *f*/6.3, 1/500.

With its Exposure Index of 100, Super Anscochrome frees your shutter from the slow speeds required by traditional color films . . . lets you shoot action you never could catch before.

Super Anscochrome gives your lens keen new "sight" . . . gets sharply defined color even at sunset, without time exposure or tripod.

Super Anscochrome is the "premium" color film. As you would expect, it is priced somewhat higher than conventional color films. But you won't give price a second thought, once you've seen the pictures you get with Super Anscochrome.

Important! If yours is a simple snapshot camera, Super Anscochrome is too fast; use *regular* Anscochrome. Either regular or Super gives you the most lifelike color since color film was invented. Ansco, A Division of General Aniline & Film Corp., Binghamton, N. Y.

REGULAR ANSCOCHROME
Exposure Index 32—makes *any* camera a better color camera. 35mm, 120, 127, 620, 828, 16mm and sheet sizes; for indoor or outdoor use.

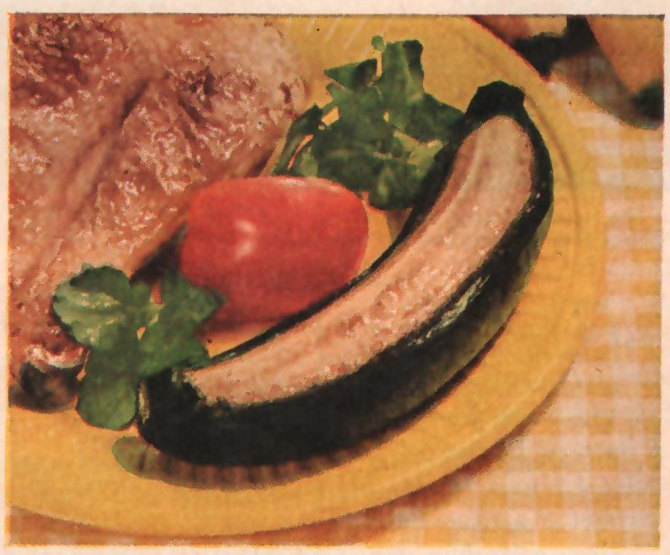
ANOTHER CONTRIBUTION TO BETTER PICTURE-TAKING FROM *ANSCO*—THE HOUSE OF PHOTOGRAPHIC FIRSTS

Slick trick for picnickers...

PACKABANANA!

Bananas...wholesome—and then some!

Backyard special: Kebababanana! For a sizzling good treat, alternate chunks of banana on skewer with pieces of sweet red and green pepper and meatballs wrapped in bacon. Grill.



Barbecue idea: Roastabanana! Remove strip of peel; brush fruit with butter. Place on grill and roast until peel is black and glossy, and the fruit tender — easily pierced with a fork.

It isn't a picnic without *bananas* — Nature's built-in convenience food!

- ... wrapped in Nature's own dust-proof, ant-proof package!
- ... no openers needed — just zip the peel and eat!
- ... a well-rounded supply of vitamins and minerals in every bite!
- ... everybody likes them 'cause they taste so good!

CHIQUITA BANANA ©1947 UNITED FRUIT COMPANY®

UNITED FRUIT COMPANY

He is ordered to avoid "enjoymitism"

asked by a GI spokesman for the Chinese, Clyde Bachelor; he relayed instructions from a Chinese colonel, Hawkins heard. "There were rumors," says Hawkins, "that all signers of peace petitions would be hauled before the McCarthy Committee. Or that we might be tried for treason under the Articles of War. I didn't know what my fellow POW's would do to me, for being a 'progressive.' I had personal reasons for not wanting to go home. Also, I just wanted to travel, and compare the two systems for myself. Nobody offered me anything specific, except the idea that life in China might be just great." In 15 minutes, he gave Bachelor a typical quick, irrevocable Hawkins decision—yes.

Actually, Hawkins had become friends with the Indian guards and thought he'd like to go to India. The Chinese said, no, he was *their* POW. Hawkins gets nervous and paces up and down when you ask why those who turned down repatriation refused to hear the team of explainers the U.N. forces sent to get them to change their minds. "They didn't come around until the last day," he says excitedly, or, "We wanted individual, not group, explanations." His mother sent two tape recordings, pleading for him to come home, but he never did get to hear them.

In the year in which David was reported missing in action, before the Chinese listed him as a POW, Carley Jones says, "Life died for me. I couldn't even look at his picture. When I learned he was alive, I began to live just for him. I said, 'Thank God, I've been given another chance.' " But after he went to Red China, Carley gave up preaching. "How could I preach salvation to others when I couldn't save the soul of my own son?" She fell prey to ulcers, heart trouble, insomnia; she lost two jobs when employers discovering her identity thought she'd be bad "public relations."

The 21 turncoats, whisked off to China in train compartments, spent their first six months insulated in Tai-yuan, far from big-city distractions. They were drilled relentlessly in Chinese, and in the Communist sins they must avoid. One of them was "Enjoymitism" (e.g. any worldly pleasure, from mah jong to mambo, which detracted from the building of the New China). Hawkins regularly was nailed for this, as well as for "Buddyism" (partiality to friends, reluctance to

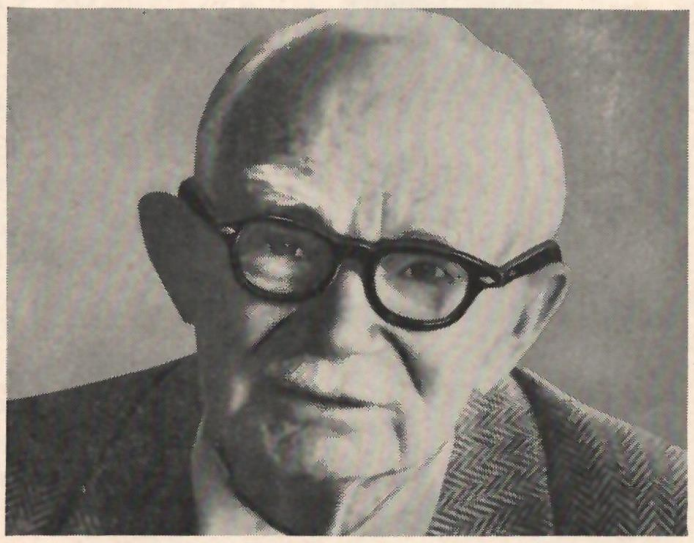
continued

LOOK BARNEY TOBEY

". . . and tell her she'll have a room of her own, with Thursdays off, in a sweet little town called New Rochelle."

Read why Dr. Lee de Forest, Inventor of the Vacuum Tube, Father of Modern Radio and Television prefers this

NEW HEARING MIRACLE



Dr. Lee de Forest says: "The LISTENER is without question the finest hearing aid I have ever worn. Nothing compares with it for the quality of hearing it gives.

"The advantage of ear-level hearing and the elimination of irritating clothing noises make The LISTENER a pleasure to wear. In fact, it overcomes all of the objections I previously had to wearing a hearing aid."

Dr. Lee de Forest

. . . the amazing HEARING invention that defies detection

. . . the *Otarion Listener*®!

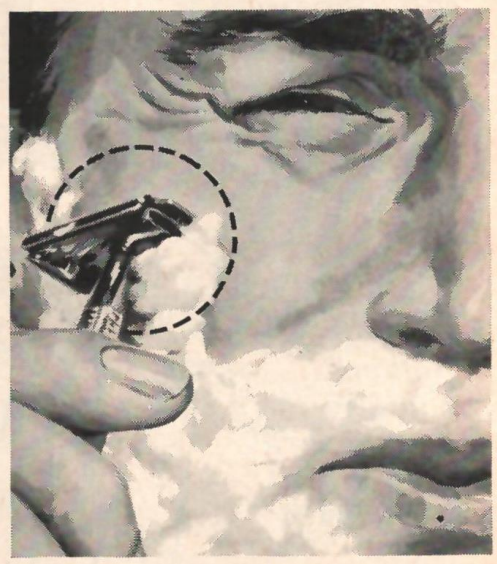
It's the greatest step forward of the century! Twenty-five years to perfect . . . two seconds to put on . . . nothing to hide—no cords, no ear buttons, no ear mold. A tiny colorless tube leads to the ear. To get the full story, just send the coupon.

Otarion, Inc. Ossining 2, N. Y.
Without cost or obligation, please send illustrated factual literature.
Name_____
Street_____
City_____ State_____

Your First Thought for Cuts is Medication . . .

Noxzema Shaves are Medicated to

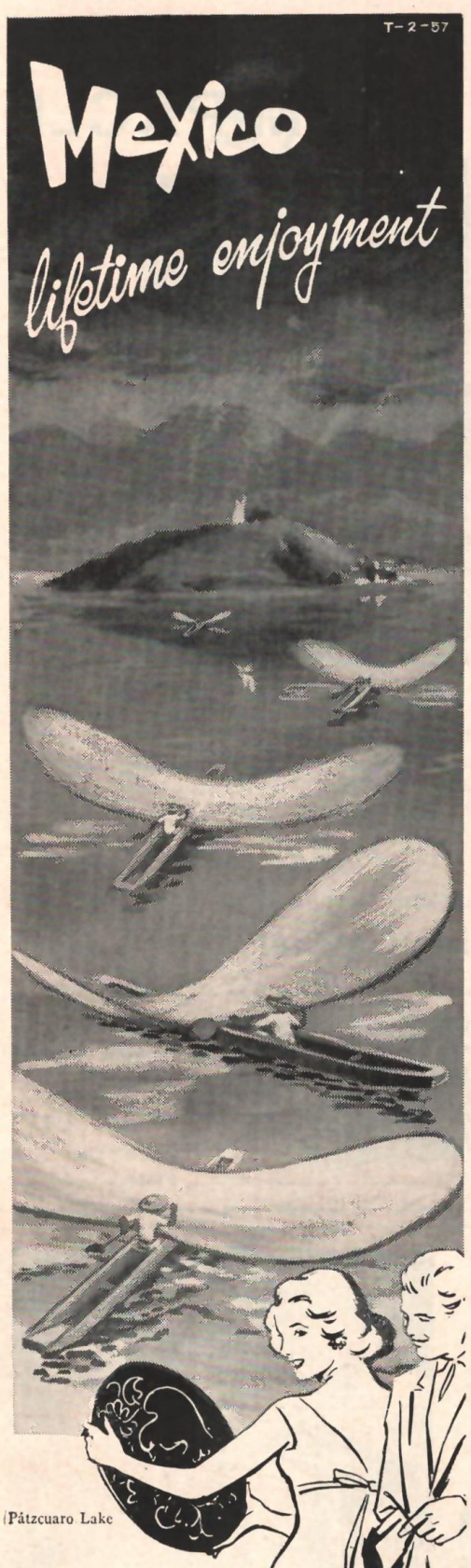
FIGHT FACE INFECTION FROM RAZOR CUTS AND RASHES!



Now, at last, Noxzema — one of the greatest names in skin comfort and skin care — brings important Medicated protection to your daily shaving . . . with a formula no other shaving creams or lathers have! Noxzema Medicated Shaves help heal the dozens of tiny, invisible razor cuts your face suffers every time the razor slices skin away with your beard. And Medicated Noxzema helps end the risk of infections and rashes from shaving . . . even with "problem" skin conditions, such as: dryness, pimples, acne, ingrown facial hairs, etc. What's more, Noxzema lubricates and softens your beard for faster, easier shaves . . . mentholates for lasting after-shave coolness. Take your choice: Noxzema Brushless, Noxzema Lather or Noxzema Instant Lather. But be sure it's Noxzema . . . for a Medicated shave!

NOXZEMA
MEDICATED SHAVES
BRUSHLESS, LATHER AND INSTANT

Noxzema gives you the cleanest coolest shaves in the world!



(Pátzcuaro Lake

Nothing can give you a greater thrill than to visit
MEXICO

In Mexico you will find everything you are seeking . . . Perfect weather, Restaurants, Hotels, Resorts, and the most wonderful hospitality. That is why it is the favorite country for travel.

We want you to be happy in Mexico -- Make your travel and hotel reservations NOW.

MEXICO awaits you.
Your travel agent will tell you.

MEXICAN GOVERNMENT TOURIST BUREAU
MEXICO CITY Ave. Juarez 89

LOS ANGELES CAL.	3106 Wilshire Blvd.
CHICAGO, Ill.	27-E Monroe St. Suite No. 304
HOUSTON, TEX.	142 Mellie Esperson Bdg. 801 Walker Ave.
MIAMI, FLA.	45 Columbus Arcade
NEW ORLEANS, LA.	203 Charles Street
NEW YORK, N. Y.	8 West 51st Street
SAN ANTONIO, TEX.	518 West Houston St. Room 207
SAN DIEGO, CAL.	Lobby U. S. Grant Hotel
MONTREAL, CANADA	1255 Phillips Sq.

News of Hungarian revolt "did it"

criticize them). There was also "Revengeism." If anyone had a sex life, they wanted to know about it, too, not as erotica but perhaps because you were wasting too much time at it. No personal, hidden thoughts, please, either. Through "steeling" sessions, you learned to deny yourself your favorite comforts; in his case, "good chow, a good job and a car," to get used to living like the common people. To offset this grim regime, the 21 were often grandly wined and dined. Carley says Hawkins' letters then revealed he was basking in the limelight.

Hawkins, deemed a bright, promising pupil, later was sent to People's University, Peiping, where he mastered 75 Chinese words daily and went to weekly "critical meetings" to confess his faults.

His existence, ironically, was getting to be more restrictive, joyless and puritanical than any he'd left behind in Oklahoma City. In weekly "critical meetings," he was scored for his courtship of a White Russian. "Night clubs" which featured no dancing closed at 9:30 p.m.

Doubts about the glories of this utopia of communism, which had begun nagging him by the end of the first year, by the third, ran riot. The Chinese in turn had given up on trying to make an elite Revolutionary and a Peacefighter out of Hawkins.

He was happy to be demoted to the rank of Ordinary Worker, as a driving and repair instructor of heavy Russian trucks. His day began at 4 a.m. He was paid $75 monthly—twice the going Chinese wage—but his affable fellow Chinese workmen, who called him "Big Build," didn't resent it at all. He sought friends increasingly in British, Finnish, Polish embassies. He flatly refused to attend any more "critical meetings." He listened to the BBC, the Armed Forces Radio, balancing their version of the news against the Chinese brand.

One day, Hawkins was driving a Hungarian art ensemble about Peiping when news came of the Hungarian revolt. That did it. He also knew that he would not face court-martial in America. The Supreme Court had decreed that Army men with dishonorable discharges (that included Hawkins and the other turncoats) couldn't be tried for crimes committed in the Army. Hawkins could still be tried by the Department of Justice in the civil courts, but no one had yet taken legal action against the six previously returned turncoats.

So it was that, on February 24, Hawkins walked across the border into Hong Kong on his way back home.

"I think I picked a good time to come home, don't you?" he said, agog at the freedom and abundance in America.

Hawkins has been an Okie again now for four months. He lives in a rooming house, in an Oklahoma City suburb, works for $65 weekly as a pattern maker for the A.R.K. Manufacturing Co., owned by his new friend, Champion. Of his own volition, he attends Sunday school at the First Methodist Church, has been approached about becoming an officer in the young people's society.

His first week home, emerging from the eighth movie he had seen in seven days, he was spotted by a group of teen-agers who dragged him off to a drugstore, treated him to a strawberry malt, asked him about China and then told him about the new juvenile dope ring in the city. "Keep away from those kids," warned his grandma. "I saw on TV that all that juvenile delinquency is run by Communists and you don't want to get mixed up with *them* again."

His mother is still trying to fathom her son. "Honey," she said to him one night, "were you *really* interested in all those political things in China? You just don't seem the type to me."

Crazy about planes, for a spell Hawkins harbored fantasies of working at Tinker Field, the huge Air Force base. But now he contents himself by making model planes. His week ends are a mad clutter of lecture dates—before civic groups, state university education classes, Sunday schools. He seems to enjoy somewhat his dubious notoriety and attention. When he sees a much-decorated military uniform, he reacts with wild interest, then draws back, remembering who he is. One thing Hawkins is clear about today. If the Army would have him, he says, he would happily re-enlist. END

BROKEN VEINS...
use waterproof COVERMARK

The only cream of its kind! Called the Modern Miracle by Reader's Digest. Completely covers every skin blemish. Ask for medically recommended waterproof Covermark. In all skin shades. **$2.50.** No Federal Tax.

Lydia O'Leary
Write Dept. L, Lydia O'Leary, Inc., 41 East 57th Street, New York 22, N. Y.

buy and hold U.S. Savings Bonds

TUMS for ACID INDIGESTION-HEARTBURN
QUICK RELIEF 10¢ HANDY ROLL
Always carry Tums for top-speed relief of acid distress. No mixing, no waiting. Take Tums anywhere.

earn spare time CASH

. . . taking orders by telephone right from your own home

You can earn $1,000 extra this year by simply contacting friends, relatives, and businessmen in your own community. Under this easy plan you represent LOOK Magazine, and offer a choice of more than 3,000 publications at the lowest rates available.

Write today—no obligation.

Yes! Send me a free kit of supplies and complete information today.

NAME_____
STREET_____
CITY_____ STATE_____

Mail to: **Lee Morgan, Look Building, Des Moines 4, Iowa**

"Mind now... don't jiggle... let me enjoy my Postum!"

A break for Postum at mid-morning—or mid-afternoon—is a pleasant change from everyday hot drinks and a wonderful morale builder.

You'll enjoy Postum's grain-rich, slow-roasted flavor. You'll discover that Postum is a *different* hot drink in its own right. Distinctive. Modern.

And Postum is 100% caffein-free. It helps you enjoy a full day and a good night's sleep.

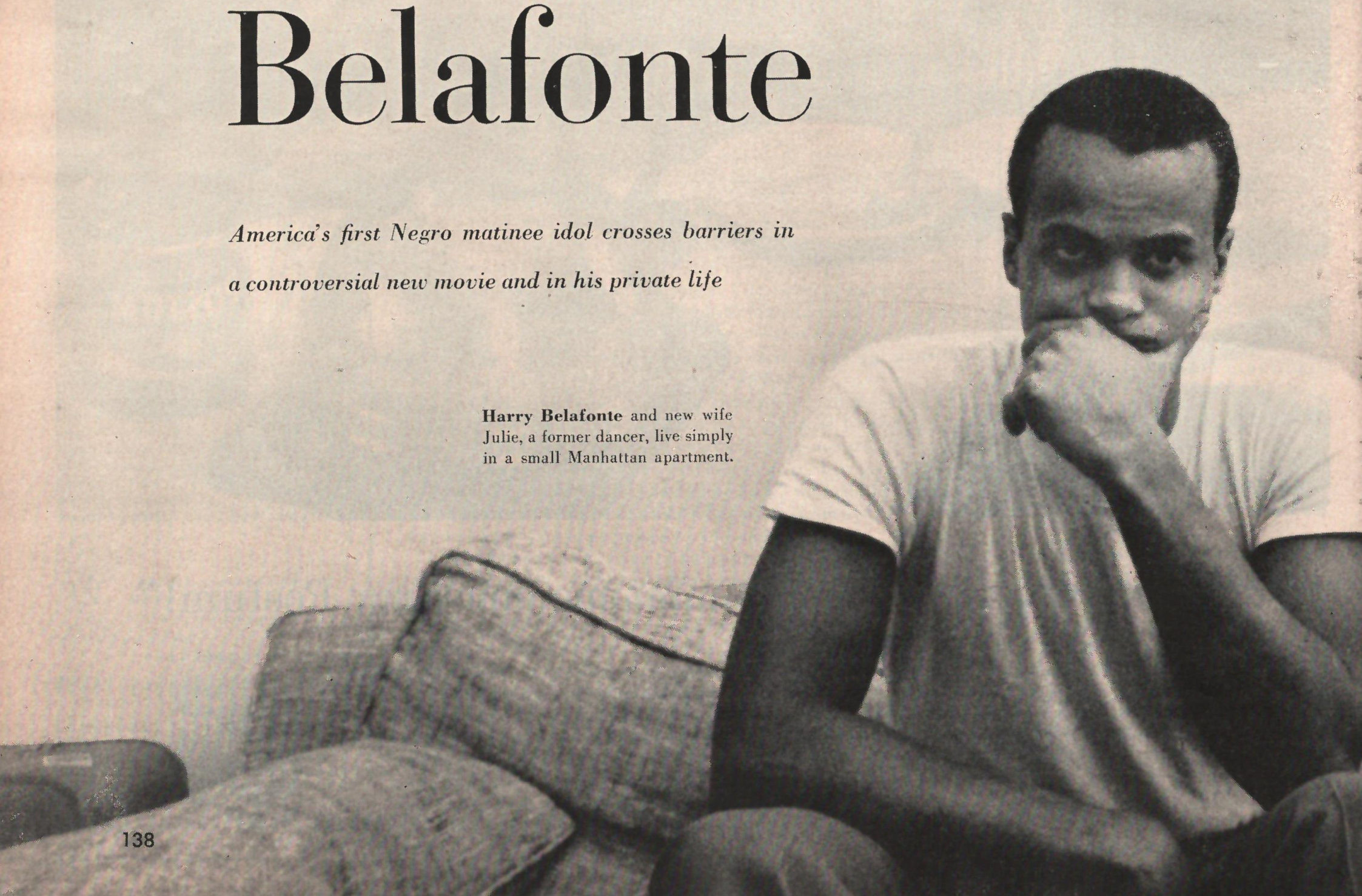
For less than a penny a cup, treat yourself and your family to a change to Postum—today.

Variety is a cup of Postum

A Product of General Foods

The storm over Belafonte

America's first Negro matinee idol crosses barriers in a controversial new movie and in his private life



Harry Belafonte and new wife Julie, a former dancer, live simply in a small Manhattan apartment.

SINGER-ACTOR Harry Belafonte, one of the most acclaimed entertainers in America today, has also become the first Negro matinee idol in our entertainment history. This has raised a storm over him equaled only by the storm raging within him over the issues his position has high-lighted.

Belafonte is idolized by women whose husbands candidly tell him, after his record-breaking night-club and concert shows, "Boy, is my wife crazy over *you!*" A woman newspaper writer may speak for all Belafonte's women fans when she says: "He's as handsome as sin and blessed with sufficient West Indian tradition to remind women of romance under an island sun. When he's on stage, he makes us feel like doing crazy things."

Belafonte insists that all he wants to be is a musical artist and a responsible citizen. And he has an extremely wary attitude toward the hypnotic hold he has over his public: "When I stand before audiences, I can feel their emotions surging toward me, all their energy charged with so much love. And then I think: *All this can just as easily be turned against me, if I don't give them my best.*"

Racial barriers have been crossed not only where Belafonte's entertainment personality is concerned but also in his private life. Last March, he married a white dancer. Although the marriage raised only a minor stir, Belafonte is bound to become more of a storm center with the release of his new movie, *Island in the Sun*. For the first time in U. S. screen history, a Negro (Belafonte) is shown romantically involved with a white woman (Joan Fontaine), with this feeling returned by the woman herself. It is a story about interracial alliances in the British West Indies. It is based on Alec Waugh's best-selling novel.

The movie, about to be released, has already been the object of protests by segregation groups. The Defense Department has received demands that it not be shown to our armed forces. Belafonte expects that even a hint of the movie's theme is enough to outrage some people in the South. But, because it may never be shown in many sections

continued

Produced by JACK HAMILTON

Photograph by JOHN VACHON

the man

who is well

looked after

uses

Lenthéric
After Shave Lotion
—gives you the lift you like . . . smooth-faced and fit.

large 5 oz. size

$1.00 plus tax

LENTHÉRIC

GROOMING AIDS
for men of action!

NEW YORK, CHICAGO, LOS ANGELES

Southern theater owners have been warned against Island in the Sun

On location in West Indies for *Island in the Sun*, Belafonte has a dance with English actress Diana Wynyard at party.

there anyhow, he thinks the movie is unnecessarily circumspect about the realistic issues raised in the book.

He minimizes the hubbub the romantic angle may raise. "The tacit romance between Joan Fontaine and myself winds up with nothing. The audience may get the feeling we're drawn to one another, because at one point I even touch her elbow. And there is a scene showing us drinking from the same coconut. But the day we filmed that, I caught a cold. I guess that's what happens in these interracial situations."

Belafonte, who was born and raised in Harlem, New York, had his own private reasons for appearing in the movie. These reasons date back to his own childhood; he feels the story has bits of himself in it. "I spent a small part of my boyhood in a British colony in the West Indies, where the emotional climate is quite different from that in our Southern states. The way of life there is not strange to me, nor to the people in the Caribbean, but it's strange to America. I myself am the product of interracial marriages—two of my grandparents were white. The importance of this movie is that it tries to show a new kind of Negro living and working in the Caribbean."

Belafonte was hurt, but not surprised, when 20th Century-Fox, producers of the picture, requested him not to refer to Joan Fontaine in any public statements he made about the film—however discreet these statements might be. "Here I am one of the stars of the picture," he says, "trying to do a little publicity job the way all stars are expected to do. And they tell me to keep quiet." Miss Fontaine herself has received "hate letters" already, berating her for appearing with Belafonte ("How far into the slime will the race-mixers sink?").

Legislative committees in North and South Carolina have already warned theaters in those states not to show the movie. The South Carolina legislature may pass a bill levying a $5,000 fine on any theater that exhibits it. Darryl F. Zanuck, producer of *Island in the Sun*, has pledged to pay, personally, any such fine, and says about his picture: "The problems that arise in the British West Indies because of racial issues are not at all comparable to the color problem in the United States today."

This is Belafonte's third movie. His first two (*Bright Road*, 1953, and *Carmen Jones*, 1954) had all-Negro casts and no controversy. He is now committed to a movie career ($200,000 a picture) to add to his concert, night-club and television appearances. His next movie

continued

"I'm on a SALT-FREE DIET ...and still enjoy my food!"

"I don't miss salt since I discovered Adolph's, the best-tasting salt substitute made. Adolph's looks, sprinkles and seasons like salt—retains its flavor in all cooking, baking and canning. Contains Mono-Potassium Glutamate, which brings out the flavor of all food. Enjoy eating again! Ask for Adolph's Salt Substitute at your grocer's."

FREE SODIUM CALCULATOR

Adolph's new vest-pocket Sodium Calculator gives sodium content of all familiar foods in average household serving portions. A handy guide for low-sodium menu planning. Write for free copy right away.
Adolph's Ltd., Dept. B-6
Burbank, California.

Adolph's
SALT SUBSTITUTE

Quick Relief of **TIRED, SORE, ACHING MUSCLES**

Thousands who suffer pains of tired, sore, ACHING MUSCLES and FATIGUE are turning to STANBACK'S multiple ingredient formula for comforting relief. Because STANBACK'S several ingredients work in combination . . . they bring faster, more complete relief from pain . . . quicker relief than ordinary one ingredient pain relievers . . .

Test STANBACK Against Any Preparation You've Ever Used

Snap Back with

Guaranteed by Good Housekeeping

Chap Stick®

a soothing coating for summer lips

Antiseptic 'Chap Stick' offers soothing comfort when the sun shines hot. Carry it with you always. Brings quick relief to sunburned, parched, sore lips.

HOW TO TELL IF "IMPORTED" IS GENUINE IRISH LINEN OR NOT!

Don't let "Imported" mislead you. The only way to make certain that you are buying pure Irish Linen is to look for the label "Made in Ireland" or "Irish Linen".

Just as there is no substitute for a diamond, there is no worthy linen substitute for pure Irish Linen—the most practical and beautiful linens in the world.

TRADE MARK IRISH LINEN LOVELY · LASTING · ECONOMICAL

THE IRISH LINEN GUILD
1270 Avenue of the Americas
New York 20, N. Y.

The Flatfish MAKES FISHING A BIG DEAL

There is something about the unusual action of the Flatfish that gives it the edge over other lures. That's why it's the world's largest selling plug. Over 18,000,000 sold. Get it at your tackle dealer's. Write for 48-page book with fishing secrets of famous anglers.

Free CATALOG
HELIN TACKLE CO.
4099 Beaufait Detroit 7, Mich.

★ BUY MORE ★
U. S. Savings Bonds

Hot, Perspiring, Sore, Tired Feet?

You Need Dr. Scholl's Fast-Acting Relief!

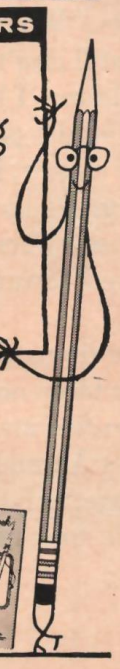
Take a minute each day to sprinkle soothing, cooling Dr. Scholl's Foot Powder on your feet and into your shoes. You'll have another day of real foot contentment. Dr. Scholl's eases new or tight shoes . . . lessens perspiration . . . helps prevent Athlete's Foot. 15¢, 40¢. Large economy size 75¢. Try it!

Dr. Scholl's FOOT POWDER

LINTON PENCIL PUZZLERS

Can you transform the word "hole" into a building with 2 pencil lines?

hole



You can with a
LINTON PENCIL
and this FREE PUZZLE BOOK

Contains answers to this and other amusing Linton Pencil puzzles, guides you when buying pencils, tells why Linton Bonded Pencils make writing smoother, more relaxed, more economical. Write today for your free copy to Linton Pencil Company, Lewisburg, Tenn.

BELAFONTE continued

Joan Fontaine appears in *Island in the Sun* with Belafonte. She plays a society girl who shows a romantic interest toward a Negro labor leader.

is to be what he calls a "post-Civil War Western," tentatively called *The Brothers*. It's a story of half-brothers, one white and one Negro. He hopes his friend Marlon Brando will co-star in the movie.

Belafonte is boyishly intrigued by the folklore of the Wild West, and did months of research on the Negro's role in its history in preparation for *The Brothers*. With John Killens, a friend of his, he wrote the screenplay. "There were Negro cowboys and Negro outlaws," he says. "Nobody knows much about them, but they were there. It's a fascinating story that I want to tell for the first time."

On March 1, Harry became 30 years old. As a boy, he regarded 30 as the point in life where he should have "achieved something." He is setting aside 1957 as the time for making investments and setting up scholarship funds with the fortune he has earned. He is giving 20 per cent of his income to establish the Belafonte Foundation of Music and Arts, a scholarship arrangement broad enough to "get young people with talent out from under the hammer. I never had an education, so I couldn't get a scholarship."

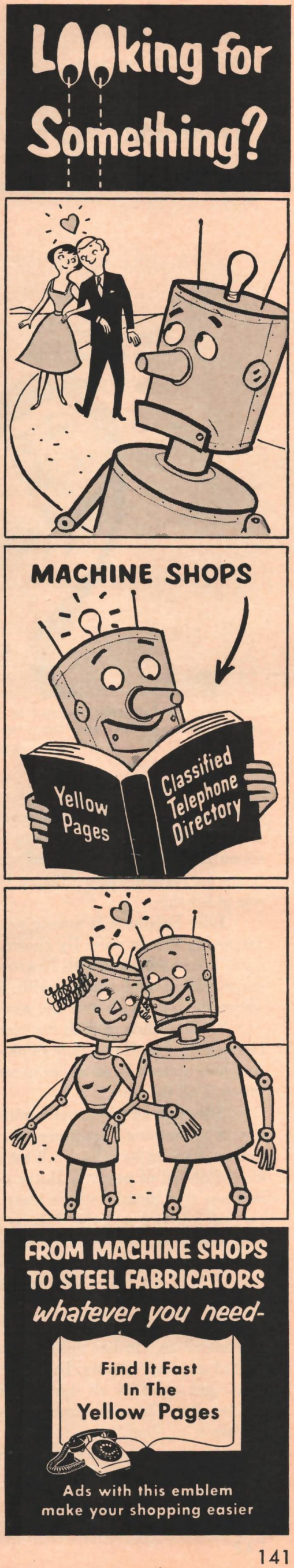
Another recent event in Belafonte's fast-moving life was a new record contract with RCA Victor for the next ten years. "There are no 'ifs' and 'buts' in this contract," he says. "It's the first one of its kind." Unlike Elvis Presley, his closest rival at RCA Victor (whose albums he outsells), he refuses to snap up another estimated easy million dollars by lending his name to the merchandising of Belafonte shirts, belts, bongo drums and the other familiar paraphernalia of his act.

The qualities of Belafonte the man became evident when he entered into his new marriage this year. On March 8, a few days after he was divorced by his first wife, Margurite, he married Julie Robinson. His new wife was described in the newspapers as "a white dancer, half-Cherokee and half-Irish." Julie doesn't know how they got these racial statistics, but she and Harry made an immediate correction. Julie is the only child of George Robinson, presently a plastics manufacturer in Hollywood and a man of Russian-Jewish descent. George Robinson and his wife Clara celebrated their 40th wedding anniversary by being with Julie and Harry at their wedding in Mexico. Harry is so fond of his new mother-in-law that he named his music publishing business, the Clara Music Publishing Company, in her honor.

Belafonte is aware that his own marriage contradicts the sentiments of Negroes toward intermarriage: "Negroes want to be the brothers of white Americans, not their brothers-in-law." Belafonte says, "This is a touchy time when desegregation of schools brings out all the fuzzy arguments that schools breed intermarriage. Well, I can only say that I was brought up as a Negro, living in Negro slums and going to Negro schools. Julie was brought up as a white girl, going to white schools. We didn't meet until we were adults, and we fell in love and got married."

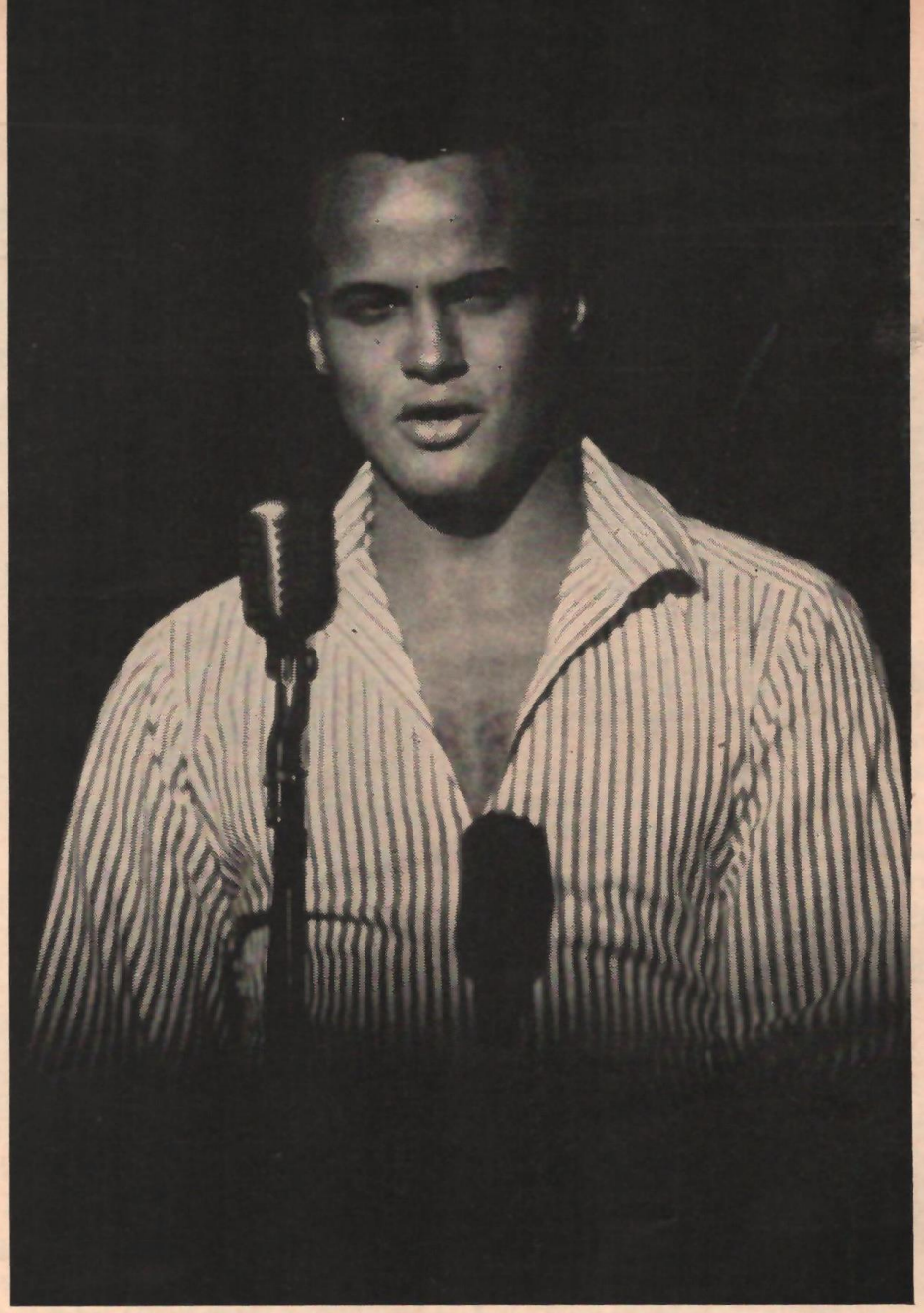
The Belafonte marriage aroused no adverse comment in white

continued



"Thousands of people ask me questions and I think I have to have answers."

Newlywed Belafontes, married in Mexico, expect their first child in December. Julie, a white girl, once danced with Katherine Dunham's troupe.



In night clubs, Harry earns $35,000 weekly. He says that he sweats buckets and never relaxes to keep control over audiences. He prefers concert dates.

newspapers, but one Negro newspaper told the story under a headline: Belafonte Leaves Negro Wife to Marry White Dancer. Such emphasis on race gradually subsided after Belafonte appeared as guest of honor in Harlem for a "Harry Belafonte Night" for charity. Julie was at his side.

Julie Belafonte is a year younger than Harry, about the same age as his former wife. By choice, she has spent a large part of her adult life in working with Negroes. For six years, she was the only white dancer and teacher with Katherine Dunham's troupe, with whom she toured all over the world.

"Julie blends in with the scenery wherever she goes, anyway," Harry says. "In Haiti, they think she's Haitian. In Italy, an Italian. And now nobody looks at her questionably when she's seen with me—which is all the time."

Although he will gross a million dollars in 1957, the Belafontes live in a "nothing" apartment in a converted brownstone house off Central Park in New York's West 70's. As a cautionary leftover from his childhood of poverty, Harry doesn't go in for showy living. His business staff members have more suits than he has; he has only one car and a friend says that "Harry is the only millionaire in America who goes down to the cellar to empty his own garbage." Julie has given up her own work and stays home and cooks "crazy, exotic things" to please Harry's gourmet tastes. They expect their first baby in December.

Belafonte has two daughters, Adrienne, 8, and Shari, 3, by his first marriage. He has unlimited visitation rights with his children. "All of us—their mother, Julie and I—tried to be careful that the kids didn't get upset by all this and think of Julie as a villainous stepmother. We didn't announce our marriage until I could get home and explain it to them."

On June 10, Harry started on a two-months' nationwide tour with his new show, *An Evening with Belafonte*, to be staged in concert halls, "away from night-club atmosphere." The show is divided into three acts—Americana, Caribbean and "around the world"—to prove that his range extends beyond the calypso fad. In September, the entire show goes on a television "spectacular," with Harry dictating the artistic terms. After that, he goes to Hollywood.

At this turning point of his life, Belafonte has shown that he has enough personal courage to risk breaking through a few barriers. But he has also reacted to wealth and acclaim by becoming overserious, weighed down by his own sense of responsibility as a Negro. Some of his friends think that, as a result, Harry is in some danger of losing the guttiness and earthy humor that helped to bring him fame.

Belafonte says he feels a "nerve-racking sense of duty. . . . All of a sudden, thousands of people begin to ask me questions about everything, and I think I have to have the right answers." To find some of the "answers," he now visits a psychiatrist five times a week.

"I have to figure myself out," he says. "When I began my career, I never expected all this acclaim, and I still don't know where it puts me. I couldn't believe it when people told me 'I love you.' I grew up knowing how it feels to be barred from public places. Then, I found that I could live and make a great deal of money, in those very places. I'm still aware of the 'third ear' all Negroes have to warn them of danger. But I am being constantly surprised when I find the warmest democracy, in the finest sense, displayed toward me—and this includes some parts of the South."

Perhaps, he may find the solution to living and finding his place in public life by the technique he uses to tame noisy night-club audiences. He says: "I come out, looking dignified and unsmiling. I imply to them, 'I'm here to entertain you. I'll take no liberties with you—and I hope you'll take no liberties with me.' And then, after a while, we all relax and become friends and smile and sing together."

END

Beautiful way to treat company...

CROWN JEWEL JELL-O

When you want a really *special* treat to draw admiring "ohs" from your guests . . . try this elegant new Jell-O gelatin dessert.

FIRST, prepare separately a package of Raspberry, Lime and Black Cherry Jell-O, using 1 cup hot water and ½ cup cold water for each. (Or create your own bright combination of flavors!) Pour into 3 shallow pans and chill until firm. Cut into ½-inch cubes.

NEXT, make the fluffy filling by heating ¼ cup sugar with 1 cup canned pineapple juice to boiling. Dissolve 1 package Strawberry Jell-O in the hot liquid. Add ½ cup cold water. Chill until just syrupy. Whip 2 cups cream (or non-fat dry milk, if desired) and fold it into the syrupy Jell-O. Fold in the little Jell-O jewels.

Now, line two 9-inch pie plates with ladyfingers (about 2 packages), and pour in the Jell-O mixture. Chill about 4 hours. Crown Jewel Jell-O serves 16 beautifully . . . and tastes every bit as delightful as it looks!

JELL-O BRAND GELATIN DESSERT
TEN DELICIOUS FLAVORS

JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORPORATION

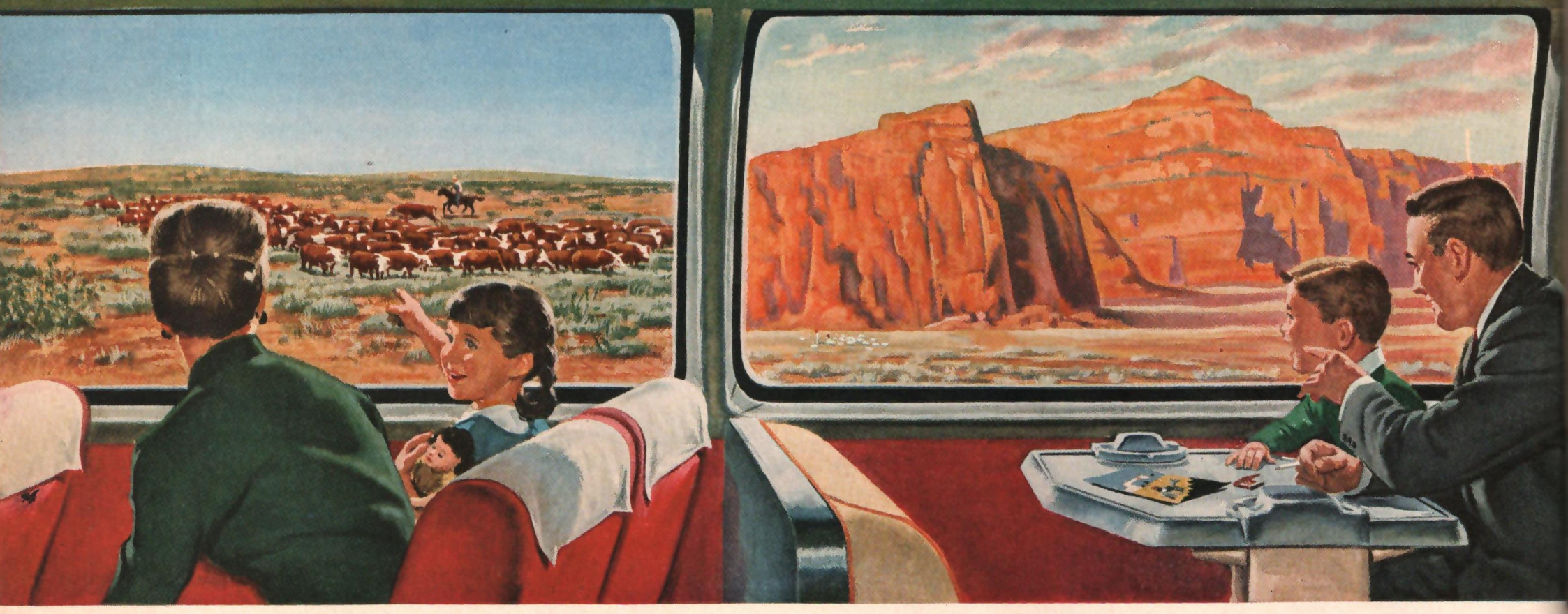
Teacher strikes tone bells. Stereophonic microphones pick up sound for Chucky.

With eyes closed, he tries to feel and identify the tone vibrations.

A new world for Chucky

WHEN CHUCKY MCGEHEE of Compton, Calif., was only three days old, his mother noticed that he did not seem to react to sounds. Clinical tests confirmed Mrs. McGehee's fears: Chucky had a hearing impairment. Though it was only moderate, it made him respond like a totally deaf child. But Chucky, now five, is fortunate. The Compton Board of Education has a special program to help children who are hard of hearing to develop auditory discrimination through music. By listening to musical instruments and records and by dancing and singing, Chucky today is learning to establish concepts of

There's so much to See on



The cattle country of the Texas Panhandle is one of the many inspiring scenes of the romantic Southwest framed in your picture window as you ride the range in comfort on the roomy *San Francisco Chief.*

The exciting Red Cliffs loom up right outside your window. You'll find dinner exciting, too, as you feast on the delicious Fred Harvey food served in the spacious dining car.

Chucky is excited when he tells teacher what he hears and finds that he is right.

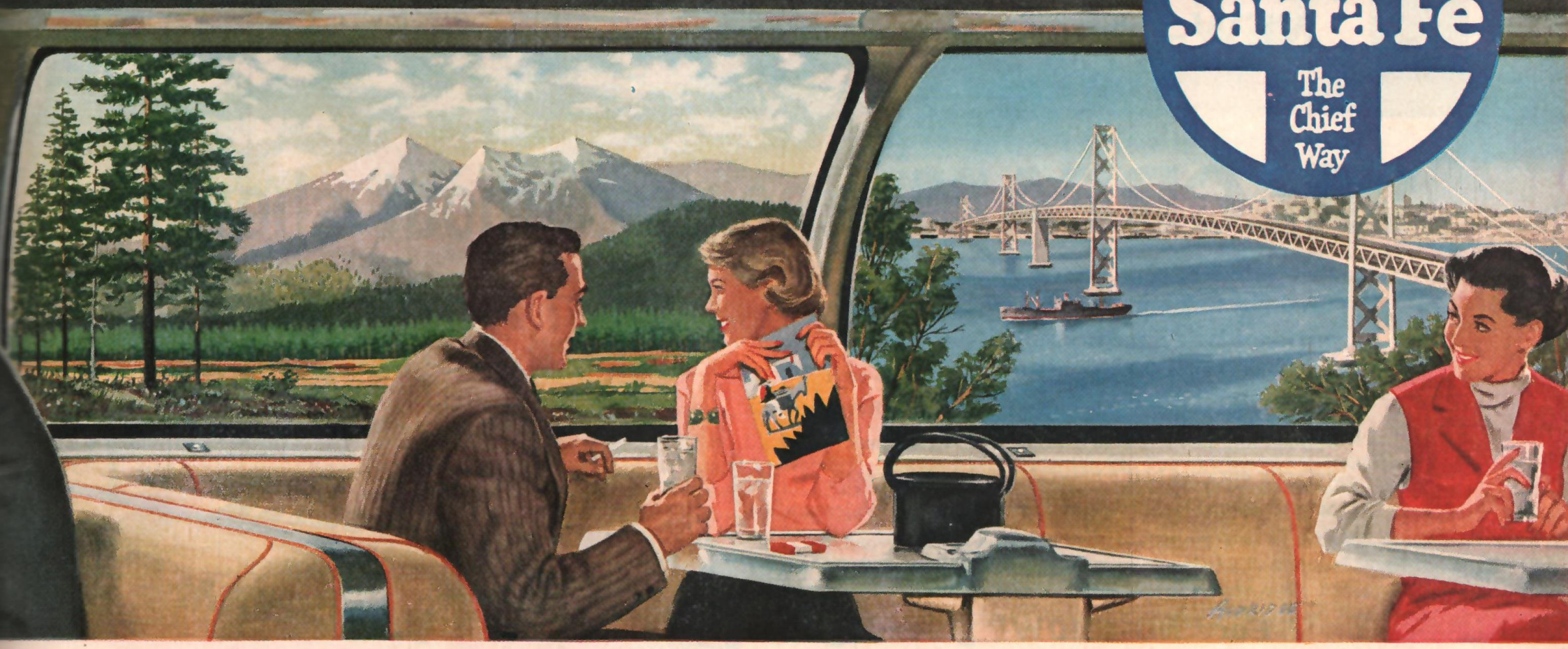
loudness, tone and rhythm and to discriminate between them. A child who is deaf from birth cannot speak without help because he must hear sounds before he can reproduce them. So Chucky now is learning to speak as well as to "hear." He has two teachers. One of them is specially trained to teach the hard-of-hearing. The other, his regular classroom teacher, works closely with the first. Chucky's special teacher is Mrs. Esther Rodgers (above), who herself has a 14-year-old daughter who is deaf. With such care, Chucky is becoming acquainted with the wonderful new world of sound and speech.

He also learns to "hear" by feeling piano vibrations through his fingers.

END

the San Francisco Chief

Santa Fe
The Chief Way



The majestic San Francisco Peaks—highest point in Arizona. Highest point on the *San Francisco Chief* is here in the Big Dome, where you enjoy panoramic views of the ever-changing scenery.

The Oakland Bay Bridge—a wonder of the modern world. Why not go sight-seeing soon on the smooth-riding *San Francisco Chief?* For Pullman and chair car reservations, consult any railroad or travel agent.

Pullman and chair car service between Chicago and San Francisco; also between Houston and San Francisco

NEW—This hair cream for men keeps hair neat 'n' natural

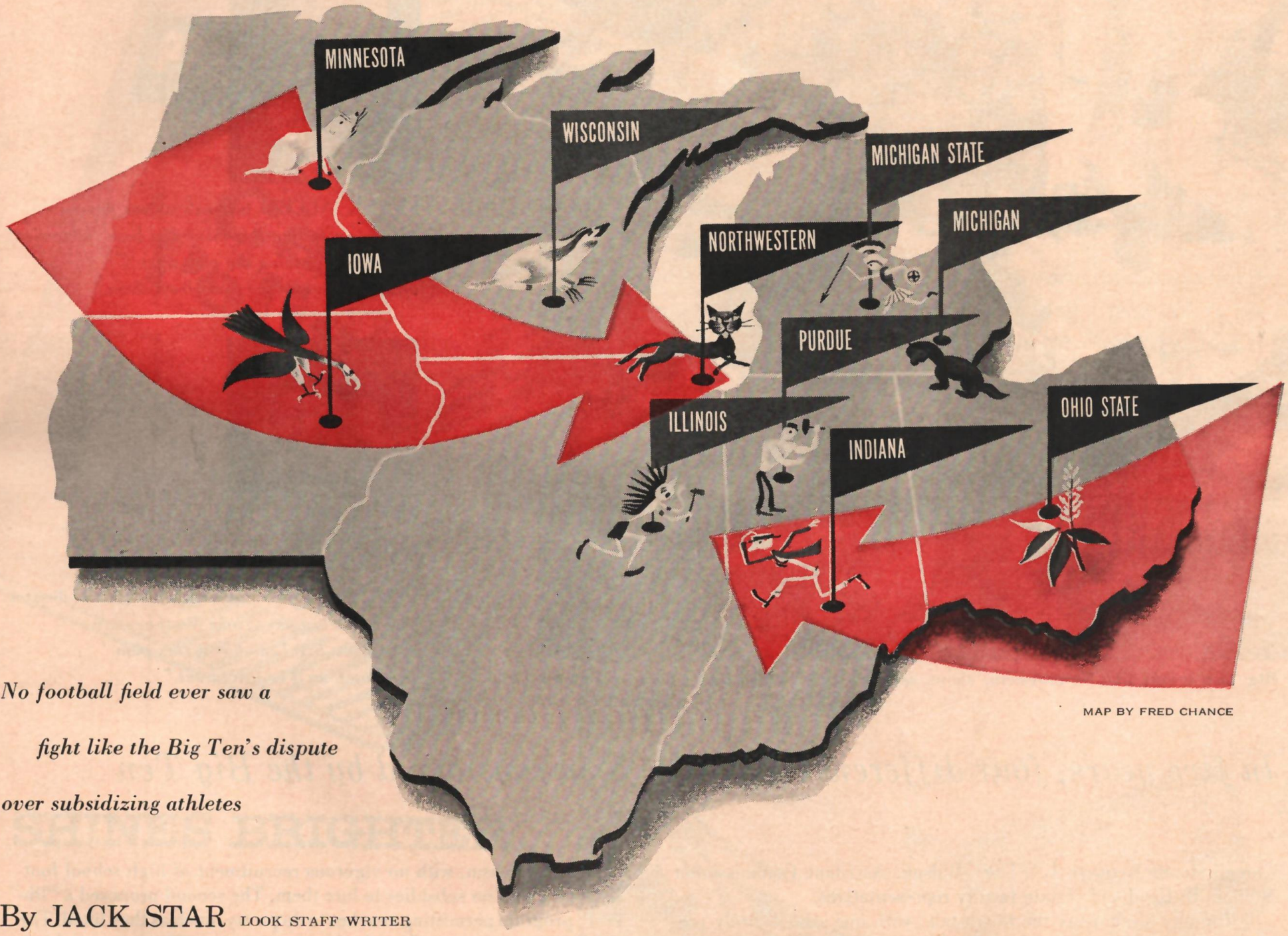
VALCREAM grooms without showing

Changes form on application . . . greaseless . . . enriches hair's natural oils. New Valcream keeps your hair at its very best all day, and yet isn't seen or felt! This new grooming discovery changes form on application, never leaves a white film. Valcream actually enriches hair's natural oils. It's not greasy, or oily, or drying—contains no alcohol. Get new Valcream!

For "NO-SHOW" grooming . . .

39¢ AND 59¢ PLUS TAX

The big new battle in the Big Ten



MAP BY FRED CHANCE

No football field ever saw a fight like the Big Ten's dispute over subsidizing athletes

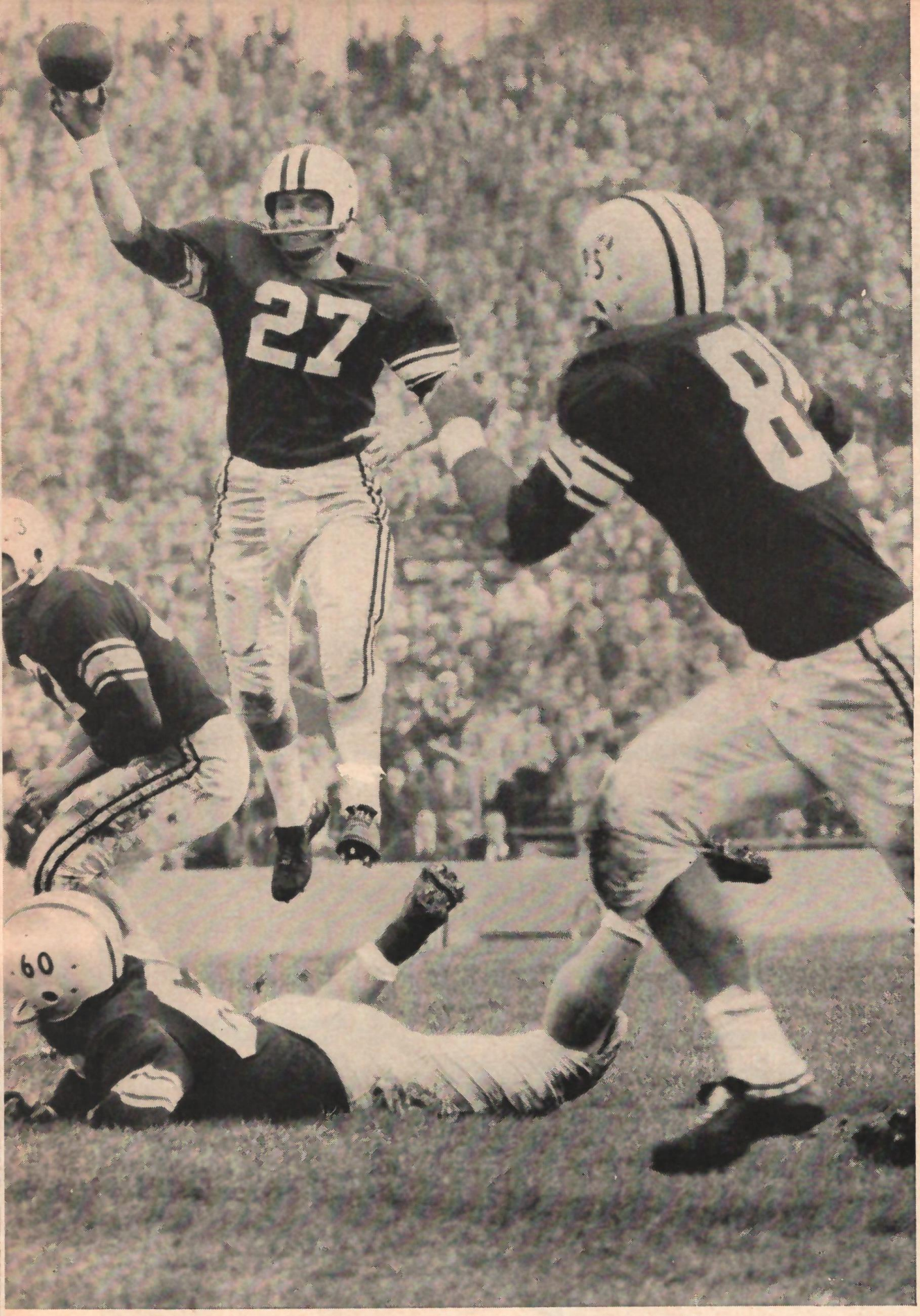
By JACK STAR LOOK STAFF WRITER

THE Big Ten today is divided and torn—as never before in its 61-year history—by a raging dispute over financial aid for football players. A new aid plan for athletes, adopted just last February, is already under vigorous attack by five of the ten conference schools, including one university whose reluctant vote enabled the measure to pass last February.

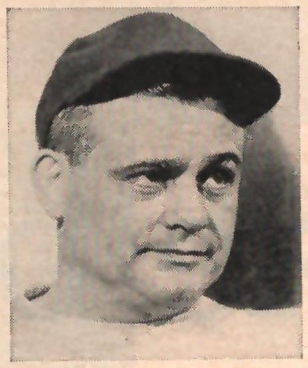
The bitter internal fight has exploded into newspaper columns and public forums. At Minnesota, the board of regents became embroiled in the controversy when it angrily instructed President J. L. Morrill to seek intervention by the Big Ten university presidents. At Iowa, athletic-department officials have taken to denouncing the subsidy plan at civic-club luncheons.

Nine of the ten head football coaches are against the plan and one coach is reportedly attempting to organize a "sabotage" movement to kill it. Bitter words are the rule in this controversy. Some athletic officials charge the plan was "railroaded" through by Big Ten

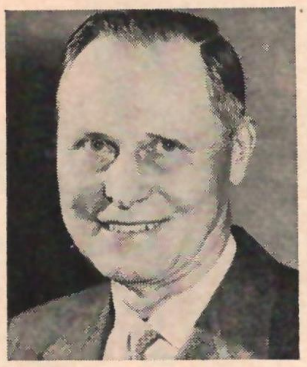
continued



Big Ten teams like Northwestern, above, say new code would hurt player recruitment.



WOODY HAYES Ohio State's football coach
"The man who actually works with the football players—the coach—has been almost totally disregarded in setting up this program."



FRANK ALLEN Indiana's athletic director
"There's a feeling this thing has been railroaded. The people pushing the plan were afraid [it] would get away from them."

STU HOLCOMB Northwestern's athletic director
"I'd be the last one to take Northwestern out of the Big Ten—but if this plan continues, we'll be forced out."

In five years, four different codes have been considered by the Big Ten

Commissioner Kenneth L. (Tug) Wilson, Assistant Commissioner William R. Reed and certain faculty representatives.

Rumors accompany the tough talk, with one school direly predicting "we may be forced out of the conference." Others were said to be considering—albeit remotely—joining an "airplane league" that would schedule games between them and some schools of the Pacific Coast Conference.

The fierce opposition underscores the dilemma of the Big Ten: how to find an acceptable means of subsidizing college athletes, a plan acceptable to the public and university faculties, a plan not too costly, a plan that works equally well for all conference schools.

The search for such a Utopian solution has lasted five years. In that period four plans were considered. The first called for complete super-amateurism, with no vigorous recruitment of high school football stars, and no subsidies to lure them. The second proposed a "liberal" program permitting coaches to do pretty much as they liked. The third attempted to combine both points of view. These were tabled.

Meanwhile, the conference demonstrated it was impossible to live with the old rule book. LOOK reporters who surveyed the situation last summer (*Football Scandal Hits the Big Ten*, Aug. 21, 1956) said the schools had found the code so unworkable that most of them were circumventing it and some may have been cheating.

The conference described its situation as even worse. A conference committee, after studying the problem, concluded that the Big Ten would ultimately break up unless immediate reforms were instituted (*The Big Ten's Secret Report*, LOOK, October 30, 1956). The

continued

It's the Easiest!

NEW PRESTONE BRAND CAR POLISH IN THE SQUIRT-TOP CAN!

Squirts on in half the time...

Wipes off fast for a shine that lasts!

"Prestone" Car Polish restores and *keeps* the deep luster and beauty of today's gay colors on all cars . . . works wonders for new acrylic finishes!

CLEANS BETTER, SHINES BRIGHTER, PROTECTS LONGER!

"PRESTONE" BRAND CAR WAX

gives the same fine results for those who prefer paste wax. Cleans as it polishes... cuts polishing time in half... shine lasts for months.

"PRESTONE" BRAND CAR WASH

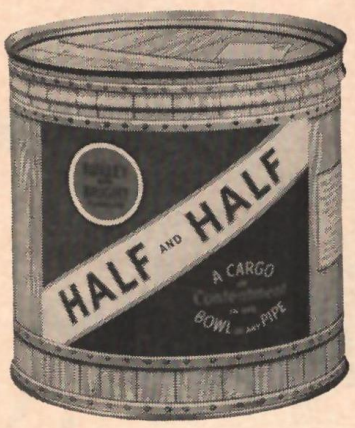
instant action, saves work of wiping, dries brighter.

UNION CARBIDE

The terms "Prestone", "Eveready" and "Union Carbide" are registered trade-marks of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY · **A Division of Union Carbide and Carbon Corporation · 30 East 42nd St., New York 17, N.Y.**

TO DAD!



—my favorite answer man
. . . SIS

—my choice for All-American
. . . BUD

—my knight in shining armor
. . . MOM

Give Dad the complete contentment of HALF AND HALF

He'll *relax* and *be content* with a gift of **HALF AND HALF.** Each puff brings deep-down satisfaction . . . helps him feel at ease. Even the aroma carries contentment. Everybody loves it. Buy Dad a pound tin of **HALF AND HALF.**

©The American Tobacco Company

A CARGO OF CONTENTMENT IN THE BOWL OF ANY PIPE!

A new code adopted this year barely mustered enough support to pass

old rule book provided various ways to help promising athletes (most of whom are football players). Those in the top third of their high-school class were eligible for full scholarships. Those in the top half could get tuition. And for all who wanted them, fairly easy jobs were available on and off-campus.

The committee found that subsidies averaging $609 a year were being paid football and basketball lettermen. "Make-work" jobs had increased fourfold in ten years; these were indicted as a deliberate device to pay athletes regular subsidies of $50 to $100 a month.

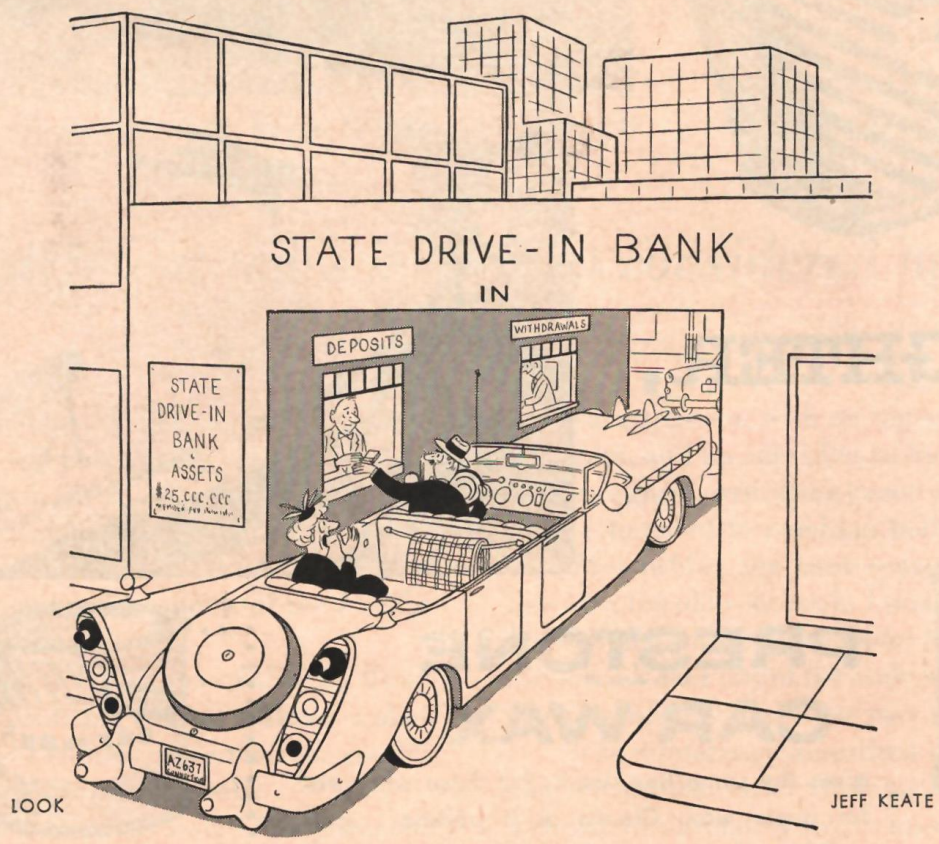
Harried by growing premonitions of disaster, a conference committee drafted a new code. "Scholarships" were, for the most part, done away with. Now, every eligible athlete would get a grant to help pay his school expenses.

Questionnaires would be filled out by the athlete and his family; using this information, the Big Ten office would determine how much the family must contribute for the boy's education. On the questionnaire, the boy would indicate the Big Ten schools from which he would like to receive bids. These schools could offer to pay for his board, room, tuition, books and fees—LESS the family contribution. The bare cost of going to these schools varies from about $1,100 a year at Iowa to $1,900 at Northwestern.

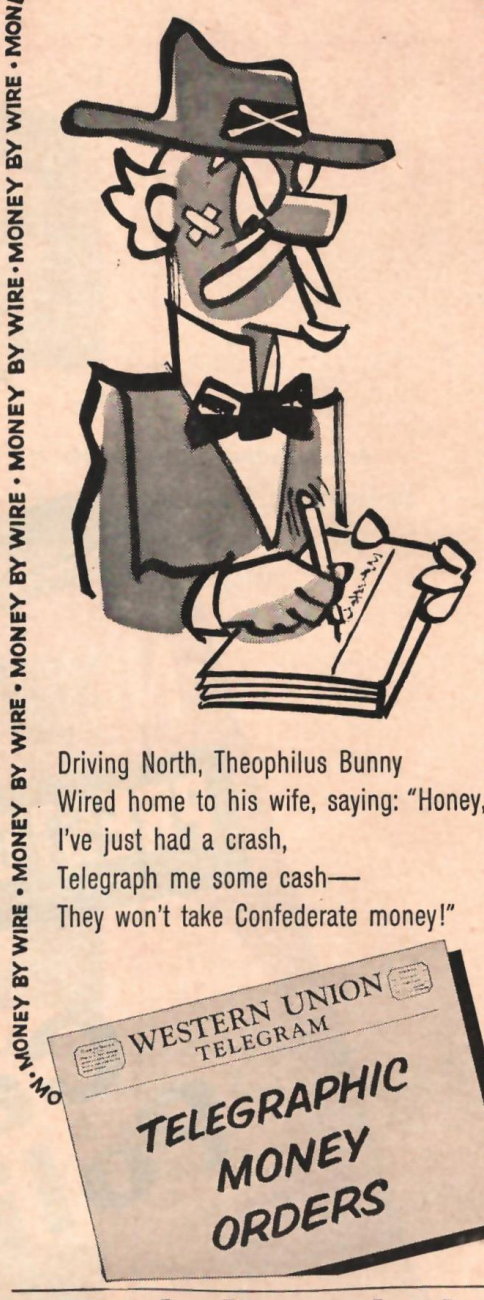
The youths could work during the summer to earn clothing and travel money—but the coach couldn't get them the jobs. They could work while at school, but there was little incentive for this since whatever they earned would be deducted from their grants.

Last December, the Big Ten faculty representatives voted 6-4 in favor of this new plan. Michigan, Illinois, Michigan State, Wisconsin, Purdue and Northwestern were for it. Against were Indiana, Minnesota, Iowa and Ohio State. Under conference rules, such a vote isn't necessarily final. The faculty representatives must then get approval of faculty groups at their own campuses. The representatives met again in February. The plan passed by a 6-4 vote; but this time, Northwestern was against it and Indiana voted for it. If there had been a tie, the plan would have been defeated. The revised rule book

continued



"Now remember, Jim—no gunning right past the withdrawal window!"



Driving North, Theophilus Bunny
Wired home to his wife, saying: "Honey,
I've just had a crash,
Telegraph me some cash—
They won't take Confederate money!"

Shrinks Hemorrhoids New Way Without Surgery

Science Finds Healing Substance That Relieves Pain—Shrinks Hemorrhoids

For the first time science has found a new healing substance with the astonishing ability to shrink hemorrhoids and to relieve pain – without surgery.

In case after case, while gently relieving pain, actual reduction (shrinkage) took place.

Most amazing of all — results were so thorough that sufferers made astonishing statements like "Piles have ceased to be a problem!"

The secret is a new healing substance (Bio-Dyne*) – discovery of a world-famous research institute.

This substance is now available in *suppository* or *ointment form* under the name *Preparation H.** Ask for it at all drug counters—money back guarantee. *®

What Do 3 Out of 4 Doctors Recommend to Relieve Pain?

A survey shows 3 out of 4 doctors recommend the famous ingredients of Anacin Tablets to relieve pain of headache, neuritis and neuralgia. Here's why Anacin gives you better *total* effect in relieving pain than aspirin or any buffered aspirin:

- **ACTS INSTANTLY:** Anacin goes to work *instantly.* Brings fast relief to *source* of your pain.
- **MORE EFFECTIVE:** Anacin is like a doctor's prescription. That is, Anacin contains not one but a combination of effective, medically proven ingredients.
- **SAFER:** Anacin simply *can not* upset your stomach.
- **LESSENS TENSION:** Anacin also reduces nervous tension, leaves you relaxed, feeling fine after pain goes. Buy Anacin *today!* **ANACIN®**

PAINTED IN 1952!

Dr. R. C. Potts of Deep River, Connecticut can tell you why homeowners call "Dutch Boy" the "5-year house paint"! Here is a recent photo of his home at 131 Main Street as it looks today... bright, sparkling and beauty-fresh Yet—the last time the Doctor's home was painted was over 5 years ago, in the Spring of 1952, by Carl Dahlstrom, painting contractor of Essex, Connecticut . . . with "Dutch Boy"!

Now! Homeowners are saying...

"Dutch Boy® is the 5-year house paint"

Work wonders with your home! Paint it with "Dutch Boy"... and it will stay looking like a showplace, *longer* . . . be *better-protected* year after year. See how smoothly, evenly and easily "Dutch Boy" brushes on . . . how a little goes a long, long way. See how it dries to a tough, durable, gleaming finish that safeguards and beautifies your house.

The *finest* house paint ever made, "Dutch Boy" is priced slightly higher than ordinary paint. But it starts *saving you money* from the moment it goes on your home. You paint less often to keep your house looking the way you want . . . protected the way it should be.

Try it. See for yourself why "Dutch Boy" is called the "5-Year Paint" by homeowners everywhere. Ask your dealer to show you this finest of all house paints in white and new fade-resistant colors. He's listed under "Paint" in your classified phone book.

FREE BOOKLET:
Tells how to give your home new personality with color!

National Lead Company
Dept. 449, P.O. Box 98, Brooklyn 1, N.Y.

Please send me a copy of your new full-color booklet, "Color Scheming with Dutch Boy Paints."

Name_____

Address_____

City_____ **Zone**____ **State**_____

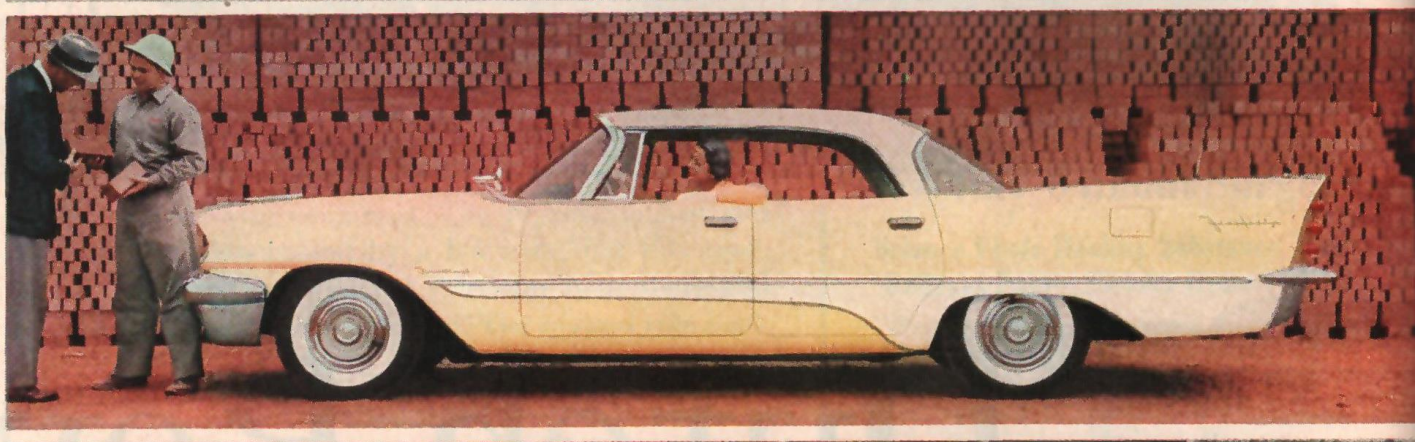
With people in every walk of life

THE SWITCH IS ON

TO AMERICA'S STYLING LEADERS

YOUNG AMERICANS know good styling. To them, The New Shape of Motion, with its low, sleek lines that flow into fins, is *really* whistle-bait! Here's a sample—a PLYMOUTH BELVEDERE convertible, with the action-packed look that delivers great get-up-and-go!

BUSINESS and professional people find new Torsion-Aire Ride more relaxing. It's *smoother*—no "lean" on curves, no "dive" at stops! Torsion-Aire Ride, Pushbutton Torque-Flite, Full-Time Power Steering are all Chrysler Corporation performance *exclusives!* The 4-door sedan: DODGE CORONET.



PEOPLE familiar with design praise styling with a *purpose.* Chrysler Corporation fin styling as in this DE SOTO FIREFLITE 4-door Sportsman, help steady the car at *normal driving speeds.* (De Soto prices start next to the lowest—De Soto performance matches the highest!)

HOUSEWIVES and fashion experts say the interiors are *inspired.* At right, a CHRYSLER NEW YORKER 2-door hardtop. Chrysler luxury is more popular than ever—thanks to a new *medium*-priced Windsor. But don't let its beauty blind you—this car is as brawny as they come!

SPORTSMEN like precision control, feathery handling, agile performance. And in the Imperial you find their most magnificent expression. No car ever won so many discriminating motorists so fast. Shown: CROWN IMPERIAL 2-door SOUTHAMPTON.

CHRYSLER CORPORATION — **THE *FORWARD* LOOK**

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL

"It's obvious that a bunch of pencil-pushers . . . thought this up."

had been studied but a short time by the conference members when the squabble began. The most vocal opposition came from the football coaches.

"We're the guys on the firing line," said one coach. "We're the guys who have to live with this thing. It's obvious that a bunch of pencil-pushers, not men who know something about football, thought this up." (Three members of the seven-man drafting committee had been football coaches.)

Wayne W. (Woody) Hayes, Ohio State's football coach, said: "The man who actually works with the football players—the coach—has been almost totally disregarded in setting up this program."

It is easy to understand why coaches feel as they do. They are, as they point out, the gents who get fired when they don't win.

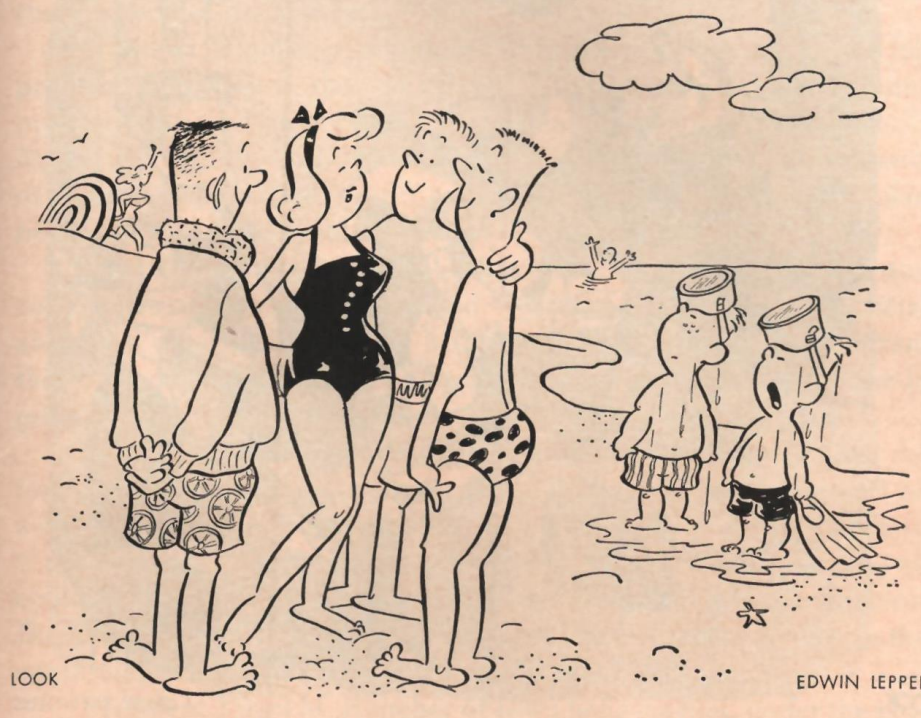
Not long ago, nine Big Ten head football coaches and an assistant coach met in Chicago with Tug Wilson and Bill Reed for a seminar on the workings of the new plan. At lunch, Coach Hayes suggested: "Let's take a vote, fellows. How many of you are *against* the plan?" The hands of the nine head coaches shot into the air.

The resentment of the coaches is so deep that one was said to have come up with a scheme for sabotaging the plan's workings. He has been attempting to induce Big Ten colleagues to join him in forwarding hundreds of aid applications from high-school players who normally would be unwanted. "The Big Ten machinery in Chicago will be swamped and will break down under this," he said, "and that will be the end of it."

At least one coach is taking his case to the public. Forest Evashevski, who coached the 1956 Iowa team to a Rose Bowl victory, told a Chamber of Commerce luncheon audience in Des Moines: "The Big Ten as a conference will decline and the State University of Iowa especially will suffer." He pointed out the Hawkeyes must compete with the liberal Big Seven program of nearby schools, who offer board, room, books, tuition and spending money to athletes without regard to need. The program "will put us back in the hands of the alumni, just when we had succeeded in taking it away from them and giving it to the schools, where it belongs," Evashevski said.

Ara Parseghian, Northwestern's football coach, agrees with these sentiments. "This code encourages cheating," he said. "What's to keep a rich alumnus from going out and buying a boy? I don't want an

continued



"That's my sister. Wait'll they find out she can't even swim."

"I sure go overboard for a Gin and Tonic made with Angostura"*

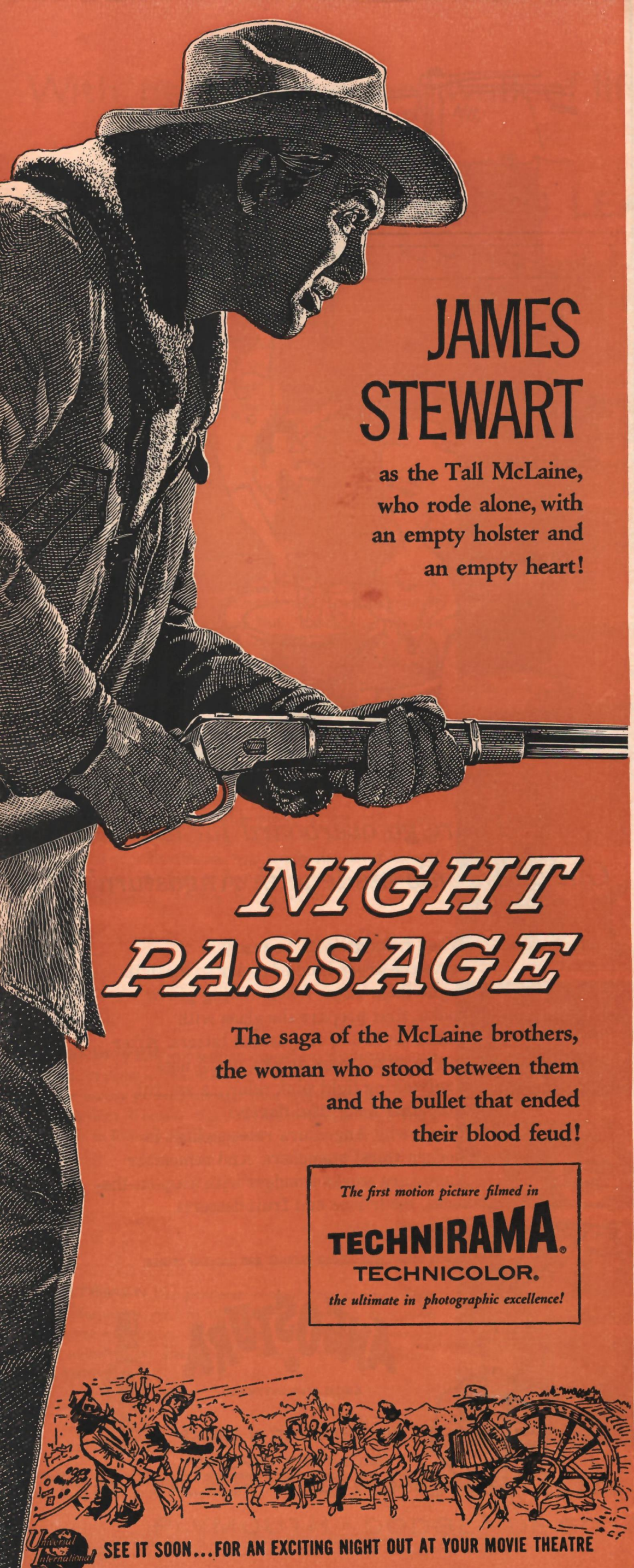
When folks drop in, be ready to serve the dryer kind of cooler so much in vogue these days. When mixing gin or vodka, first prepare the glass with a dash or two of Angostura bitters. After you've mixed your drinks, you'll note a refreshing light pink color...a zestful, altogether delightful flavor.
That's why Angostura rates so high in modern thirst quenchers. And remember Angostura works wonders with soup-on-the-rocks, madrilène and fruit desserts.

**or vodka*

SOLD IN YOUR LOCAL LIQUOR PACKAGE AND GROCERY STORES.

ANGOSTURA®
AROMATIC BITTERS

INDISPENSABLE IN DRINKS
IRRESISTIBLE IN FOODS



"The plan was forced on us, without our knowing any of the details. . . ."

underground alumni program that does all the work of recruiting."

Especially troubling to Parseghian, and to other coaches, is a new provision that keeps the coaches from offering a tender to prospective players until June 15. "What will the other conferences be doing while we sit in our chairs waiting for June 15?" Parseghian asked. "Our recruiting has come to a standstill. This code makes the work of a coach much tougher and you get half the results."

The schools are limited to making 100 tenders of aid every year. This is not enough, say some athletic officials. Others fear this is too many, because at the end of four years, a university could be aiding 400 boys "and what if we can't afford to help that many?"

The four dissident schools—and Indiana too—believe that it is impossible to offer much aid to star high-school athletes with the present grants. "We were led to believe that the boys would get much more liberal grants," said Frank Allen, athletic director at Indiana. "We had no idea that a father earning as little as $5,000 to $6,000 a year would have to contribute from $540 to $720."

Richard Larkins, athletic director at Ohio State, cited an application on his desk as a case in point. "Here's a boy," he said, "whose family has to contribute $1,170. It costs $1,268 to go to school here, so $98 is what we can legally give this kid. No Big Ten school is going to get this boy, obviously, unless there is undercover work—and that's what worries me."

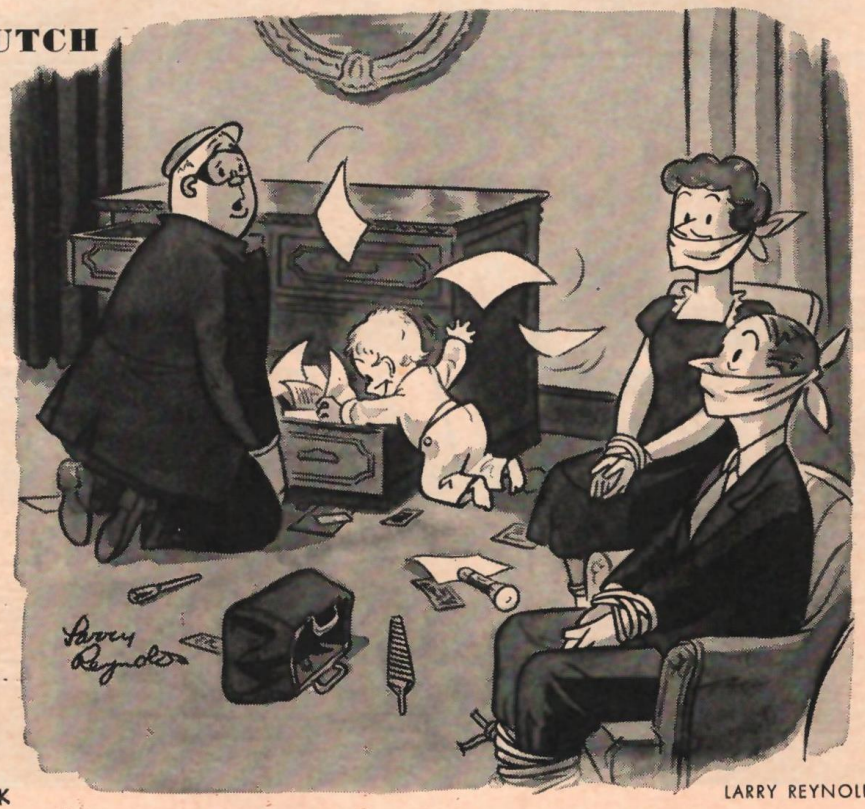
"We're getting applications from all sorts of boys but we're not getting the big-league boys," said Northwestern's athletic director, Stu Holcomb. "We can't touch big leaguers with what we have to offer."

Dr. Wendell D. Postle, Ohio's faculty representative, said: "The athlete doesn't want to fill out an application; he's got something *we* want and *we* have to recruit *him*."

Paul Brechler, Iowa's athletic director, noted that "middle-class families expect scholarships for their kids too; it's a matter of family pride to get some kind of help for their boys."

Brechler expressed a view offered by many of the dissenting athletic directors and coaches: "The plan was forced on us, without our knowing any of the details, and we still don't know the details.

BUTCH



LOOK LARRY REYNOLDS

"If I untie you, will you promise to put him back to bed?"

Any time you have a vote as close as this on such a serious problem, you had better move very slowly, and we have done just the opposite."

Professor T. Leroy Martin, Northwestern's faculty representative, is chairman of the accounting department. He said: "I've put a lot of accounting plans into industry—but I've never seen a plan put in as fast as ours."

Indiana's Allen said: "There's a feeling this thing has been railroaded. . . . The people pushing the plan were afraid the thing would get away from them. If the idea was good in the first place, it would still be good a year from now."

Indiana's position is unusual in that John F. Mee, the school's faculty representative, voted against the plan at the Dec. 6 meeting where the first vote was taken. Mee returned Feb. 22 and voted for the plan "although I was personally against it."

"I could see," Mee said, "that we would be soon drowning in paper work instead of administering a fine athletic program."

Why did Indiana switch its vote, thus enabling the plan to retain a six-vote majority even after Northwestern joined the opposition? Certain critics believe the answer lies in the oratorical powers of Commissioner Wilson.

Four days before Mee voted, Wilson arrived on the campus to explain the Big Ten rules to Phil Dickens, the Hoosiers' new football coach and his staff. Coincidentally, Mee's campus athletic committee—consisting of four other faculty members and three alumni—was meeting to approve or disapprove Mee's original vote.

Interest in Round-Robin Play Seen As High

Wilson, invited to answer questions by committee members, said Big Ten interest in round-robin play—recently voted down by the conference—is still very much alive. In explaining the new code, he described the aid program as "reasonable." The faculty committee then overruled Mee and instructed him to vote for the new plan.

Mention of the round-robin was especially appealing to weak Indiana, which has had difficulty finding worthwhile opponents for the two or three nonconference games on its schedule, after scheduling six or seven Big Ten games. If the Big Ten adopted a round-robin schedule the teams would play a nine-game schedule solely against Western Conference opponents. Although the conference recently disapproved round-robin play (while adding a tenth game—with an outsider—to its schedule), it did so by a close 6-4 vote.

The theory of round-robin play is that, all factors being equal, Big Ten schools playing among themselves would not have to worry about the more liberal subsidies paid by most other conferences to attract top-notch athletes.

The five schools opposing the aid plan do not hold a common position; they are united mainly by their opposition, and this too is the dilemma of the Big Ten.

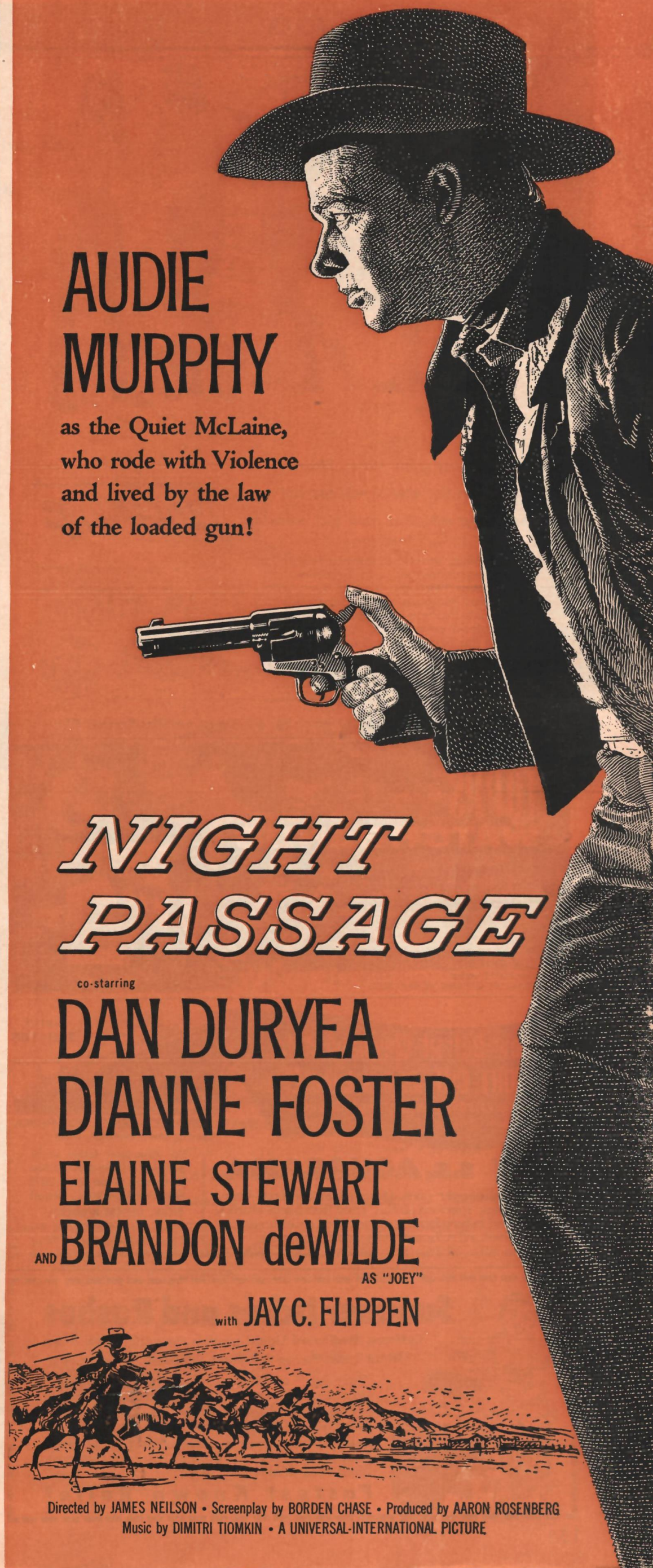
It was at Minnesota, which relied so heavily on a downtown job program for athletes, that the board of regents voted its unanimous opposition to the new program. The regents instructed President J. L. Morrill to "enter promptly into urgent discussions with the presidents of the other conference institutions to the end that the present aid plan be vacated, and the problem of athletic aid recanvassed."

Morrill and his regents hold that direct subsidies will prove too costly. Morrill has always opposed "singling out athletes for special aid based on athletic ability." Minnesota developed a work program that was criticized because it allegedly paid athletes for travel time in getting to their downtown jobs.

"The new plan misses many of the miseries and difficulties detailed in the conference's secret report," Morrill said. "There must be a change. I would like to see a study of our old code and revise it where it needs revising. If there's anything wrong with the job systems, we could revamp these and enforce them rigidly." His athletic director, Ike Armstrong, says, however: "I honestly believe the next step in the conference will be board, room, books and tuition."

President Virgil M. Hancher of Iowa believes that, under the new code, the Big Ten "is getting substantially into the same kind of trou-

continued



whistle stop . . .

You're wasting your time, Sheriff . . . no jury in the world will convict the boy who whistles at a girl wearing *Turner Togs*

The snappiest, sportiest, stunning-est styles in the coolest, carefreest, comfortabl-est cottons — and they bear the *Turner Togs* label. Jamaica shorts, Bermuda shorts, Shorty shorts, Tapers, Pedal Pushers and Dungarettes . . . blouses to blend or contrast . . . many styles to make this the best-looking Summer you ever had. Some as low as $2, none higher than about $5. At leading stores — or write for the name of your nearest *Turner Togs* dealer.

P. S. For beau, brother, or the best dad in the world, ivy league pants and walking shorts (like those worn by "The Whistler"), ivy league and other sport shirts.

Guaranteed by Good Housekeeping — Replacement or a Refund of Money if Not as Advertised Therein

American Institute of Laundering — Certified Washable

N&W Industries, Inc., Lynchburg, Va., or Jackson, Miss.

TRULY JEWELRY! ONLY 25c to $1.50

TOPPS QUALITY WATCHBANDS

FOR MEN. WOMEN. CHILDREN

Get fine, jewelry-type watchbands at amazingly low prices, as millions have!

TOPPS PRODUCTS — Look for the TOPPS display at all variety, drug and tobacco stores.

TOPPS WATCHBANDS, N. Y. 38

Another TOPPS value!
PHOTO-IDENT EXPANSION BRACELETS

"Attach it *yourself* and save"

New Detroit-Cleveland Auto SHORT-CUT across Lake Erie

Save 180 Miles of Tough Driving!
Enjoy Cool Comfort . . . Faster Service

DAILY SAILINGS

TRAVEL ELEGANTLY—TRAVEL AQUARAMA
Service starts June 21, 1957

new s.s. AQUARAMA

Low auto-passenger rates. Ocean liner comfort—beautiful lounges, spacious decks, good food and drinks, dancing and entertainment. Supervised children's playroom. (Food, refreshment only additional cost).

For illustrated folder write Michigan-Ohio Navigation Company, Dept. LK-6. 2028 National Bank Bldg., Detroit

TICKET OFFICES & DOCKS:
Detroit—Foot of W. Grand Blvd.
Cleveland—Foot of W. Third

Summer Itches and Rashes

Cuticura Medicated Liquid soothes *instantly* Insect Bites, Heat Rash, Poison Ivy, Fresh Sunburn, Athlete's Foot.

"Invisible." Greaseless. Fast Drying. For truly sensational results use Cuticura Medicated Liquid with Cuticura Soap. Liquid, 60¢. Soap, 25¢. Buy at druggist—or

Send 10¢ to cover mailing costs for generous samples of Soap and Liquid. Address Cuticura, Dept. 662, Malden 48, Mass.

Fastest Known Relief

Where does Big Ten go from here?

Liberalizing poses old dangers

ble we wanted to extricate ourselves from." He feels the problems afflicting the conference were so serious "there was a desperate anxiety to adopt *some* kind of a new plan. Just because you find yourself in a bad situation, you don't improve your lot by doing the first thing that comes to mind."

Iowa's athletic director is for a "liberal" aid program, resembling the Big Seven's and the N.C.A.A.'s: board, room, books, tuition, fees and modest spending money. "But I'll vote for *any* plan in place of the one we've got," said Brechler.

Ohio State unsuccessfully offered the conference a "Blue Paper" in which it suggested that athletes with a "C" average be allowed full aid, or partial aid supplemented by a work program. The "Blue Paper" denounced the new plan for requiring a "pauper's oath" from the athlete that is "tantamount to keeping him on relief." Ohio State is paying off on its new arena and field house at the rate of $250,000 a year and the school would prefer to find jobs for athletes rather than pay subsidies to them.

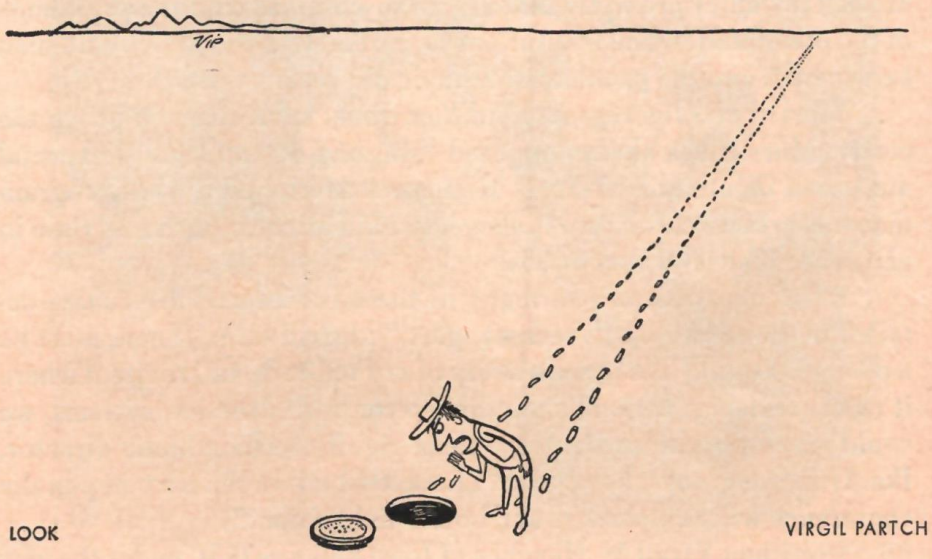
Northwestern is studying a plan that would offer free tuition to any athlete who "maintains his eligibility" and would permit him to earn more than the average campus wage in various jobs in the athletic department.

Even now, the conference is acting to amend its new code to remove some of the more objectionable features. Conference members feel that athletes who are really good scholars are entitled to fuller scholarship aid, coupled with the direct grants. The problems of married athletes, some of whom have children, are also being considered, since present stipends do not consider their extra burdens. These athletes cannot presently work and earn additional money.

There may be other amendments, too, but all such amendments still fail to solve the basic problem now disrupting the conference: how to win agreement on an acceptable method of subsidizing athletes. In the words of Northwestern's Parseghian: "We must liberalize this program so we can compete with the competition."

But in "liberalizing," the conference apparently faces the same dangers it envisaged in its secret report, which predicted that if present conditions persist the intercollegiate program will be abandoned.

At the moment, the conference has no ready answer except to recognize that its existence is threatened. President Hancher of Iowa, who headed his Big Ten school for 16 years, said: "This is the most serious division in my memory." Holcomb of Northwestern declared: "I'd be the last one to take Northwestern out of the Big Ten—but if this plan continues, we'll be forced out." END



LOOK — VIRGIL PARTCH

"Don't you ever watch where you're going?"

NEW! Rolls on instantly

No tipping, no twisting to get it started

NEW! Fresh®

READY ROLL-ON ANTI-PERSPIRANT

KEEPS YOU CONFIDENTLY DRY

Fresh Ready Roll-On is self-starting. It stands on its head in its trim, elegant little base. The ball stays moist. The lotion rolls on at a touch.

NEW! Continuing drying action keeps you fresh as a daisy, lovely to love

Here, in this delightfully easy-to-use deodorant, the scientists at Fresh give you the results of their latest discovery.

It's a **special moisture-absorbing ingredient** that protects you from perspiration and odor from the moment you put it on. **It dries instantly, without stickiness.** And see how comfortably dry and fresh you **stay** all through the day and night, when you wear the New Fresh Ready Roll-On Anti-Perspirant!

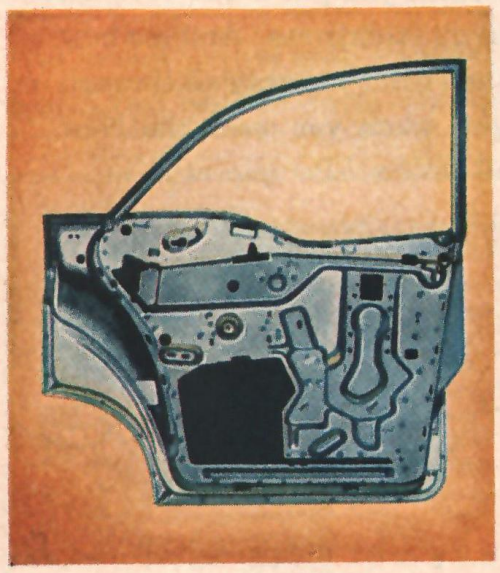
Prefer a stick deodorant?
New Fresh Stick is more than a deodorant—it's a true anti-perspirant. It goes on dry, invisibly. Your fingers never touch it.

Prefer a deodorant cream?
New Fresh Cream is the neatest, nicest cream deodorant you ever used! It even *looks* fresh, with a little dimple on top, when you open it.

Guaranteed by Good Housekeeping

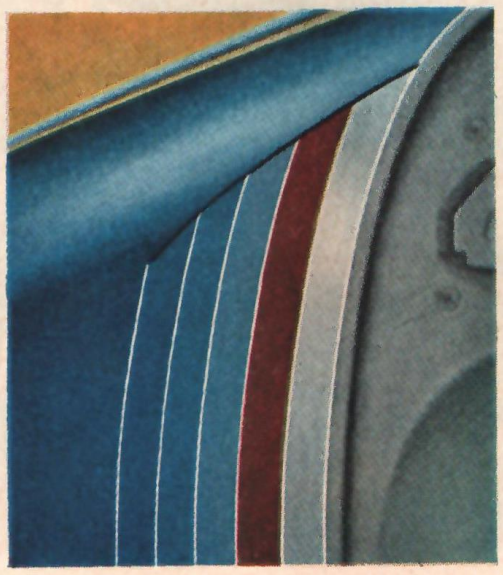
Fresh is a registered trademark of Pharma-Craft Company

How to make a door say "kerchunk"



Doors close on a solid note in a Body by Fisher

X-RAY PICTURE OF A RUGGED BUILD: A Fisher Body door is a study in sturdiness. *Two* heavy steel panels are welded into a box-like assembly for strength. Tough steel hinges are securely mounted to prevent springing. And, from first to last, every part is snugly fitted against leaks and rattles.



Beauty is 6 layers deep in a Body by Fisher

PROFILE OF A PERFECT FINISH: Only a Body by Fisher has a coat of rust-proofing—a coat of primer-surfacer—and *four* separate coats of fine lacquer buffed to a satin sheen. That's the build-up to a long-lasting "looking glass" finish. No pebbled, grainy, "orange peel" here!

. . and make a finish hit high "see"

Before you buy *any* car, heed what your eyes and ears can tell you.

Look *hard* at its complexion. Has it the "skin" you love to touch?

Listen *carefully* as you shut its door. Do you hear the reassuring sound of steel meeting steel through a substantial rubber cushion?

These are just two clues that will lead you to America's most *carefully* built body—Body by Fisher.

Care and *caring* make the difference in a Fisher Body—a difference which is built into every brace and beam.

That is the reason why today, as for almost half a century, a Body by Fisher is better to look at, safer to ride in, more pleasant to live with through the years.

Body by Fisher

BETTER BY FAR

On General Motors cars only: GM GENERAL MOTORS CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC

NEW! IN RED, WHITE AND BLUE!

©Liggett & Myers Tobacco Co.

LIKE YOUR PLEASURE BIG? Get the smart new red, white and blue Chesterfield carton! It delivers your favorite smoke more perfectly, more attractively than ever. And remember, Chesterfield always gives you much, much more of what you're smoking for. More **real** full flavor. More **real** big satisfaction.

SMOKE FOR **REAL** SMOKE CHESTERFIELD

In addition to the wonderful climate at Atlantic City, there's ocean bathing, fishing, boating, golf, Boardwalk attractions, shops, theatres and piers - and a hundred other diversions to add variety to the everlasting appeal of the sea.

Atlantic City

For Color Folder and Complete Information, Write Dept. S, Convention Hall, Atlantic City, N.J.

PHOTOQUIZ ANSWERS

(see page 162). 1-20, Wellington, Napoleon. 2-19, Hamilton, Burr. 3-18, Lincoln, Douglas. 4-17, Lee, Grant. 5-16, Tyler, Harrison. 6-15, Charles II, Nell Gwyn. 7-14, Pocahontas, John Smith. 8-13, Abélard, Héloïse. 9-12, Stanley, Livingstone. 10-11, Victoria, Albert.

BUY MORE U. S. Savings Bonds

LOOK EXECUTIVE OFFICES
488 Madison Ave., New York 22, New York

Gardner Cowles, *President and Editor*
Marvin C. Whatmore, *General Manager*
Vernon C. Myers, *Publisher*
S. O. Shapiro, *Vice President*
James S. Milloy, *Vice President*
Donald Perkins, *Vice President*
Harold H. Webber, *Vice President*
Daniel D. Mich, *Vice President*
C. S. Hanson, *Vice President*
Fred G. Bauer, *Vice President*
John F. Harding, *General Counsel*
Don W. Huber, *Treasurer*
Abner Sideman, *Newsstand Manager*
Lester Suhler, *Subscription Manager*
Merrill H. Clough, *Production Director*
Charles C. Moffat, *Production Manager*

ADVERTISING OFFICES

Donald Perkins, *Advertising Director*
C. S. Hanson, *Advertising Manager*
488 Madison Ave., New York 22, New York
also
715 Locust Street, Des Moines 4, Iowa
Branch Offices:
333 North Michigan Ave., Chicago 1, Ill.
Bulkley Building, Cleveland 15, Ohio
General Motors Building, Detroit 2, Mich.
5858 Wilshire Blvd., Los Angeles 36, Calif.
Northwestern Bank Bldg., Mpls. 2, Minn.
12 South 12th Street, Philadelphia 7, Pa.

ADDRESS ALL SUBSCRIPTION MAIL

Subscription Office:
110 Tenth Street, Des Moines 4, Iowa
Lester Suhler, *Subscription Manager*

CHANGES OF ADDRESS must be sent in by you, at least four weeks in advance of your actual moving date. **ALWAYS** give both **OLD** and **NEW** addresses. Do not depend upon your mail carrier—send the change of address yourself to Des Moines, Iowa. Copies missed because of your change of address cannot be replaced.

SUBSCRIPTION RATES

1 year (26 issues), $3.50; 2 years (52 issues), $6.00; 3 years (78 issues), $8.00—in United States and possessions and Canada. Pan American: one year, $5.00—All other foreign: 1 year, $7.00.

ADDRESS ALL EDITORIAL MAIL

488 Madison Ave., New York 22, New York

Manuscripts or art submitted to LOOK should be accompanied by addressed envelopes and return postage. The Publisher assumes no responsibility for the return of unsolicited manuscripts or art.

OPPORTUNIST

LOOK

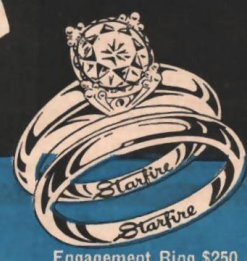
GARDNER REA

—Lovely,
—Larger,
—Lasting
in Value

REGISTERED Starfire DIAMOND RINGS

Choose Starfire — the ring of star-like brilliance and beauty—with lovely, larger diamonds of lasting value. Truly the diamond ring created for you.

Engagement Ring $400
Wedding Ring 150



Engagement Ring $250
Also 49.50 to 1000
Wedding Ring 12.50

Engagement Ring $150
Wedding Ring 79.50

Lasting in value because the Starfire Certificate permanently registers your ring and insures the diamonds against loss for one year . . . allows exchange for Starfire of greater value. Look for the name Starfire in the ring. Exquisite styles from $99.50 to $5,000.

All rings available in either natural or white gold. Prices include Federal Tax. Rings enlarged to show details.

A Product of A. H. Pond Co., Inc.
Also Producers of Keepsake Diamond Rings

Starfire Diamond Rings LK-6-57
Syracuse 2, New York

Please send free booklet "Heading for a Wedding" featuring accepted customs of the engagement and wedding. Also "Wedding and Honeymoon Photo Album" gift offer and name of my nearest Starfire Jeweler.

NAME.....

ADDRESS.....

CITY..... STATE.....

NOW... America's Finest Coffeemaker is priced for Young Homemakers!

UNIVERSAL

Coffeematic

with the FLAVOR-SELECTOR

THE NEW EIGHT-CUP MODEL

only $19.95

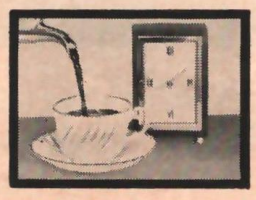
Only UNIVERSAL gives you Chrome on Solid Copper at this low price!

Now *everyone* can own the famous Universal Coffeematic. This newest model, with all the features that have made it the favorite everywhere, is now priced within every budget. Start tomorrow right with the finest coffee you ever tasted, made quickly and automatically in a Universal Coffeematic. You'll be as proud of its beauty as you will be of its matchless coffeemaking.

Other models to $29.95 · In copper, $32.95

NO GUESSING
Flavor-Selector gives the exact strength you prefer every single time.

NO WAITING
Cold water pump starts perking quickly. Coffee never comes to a boil.



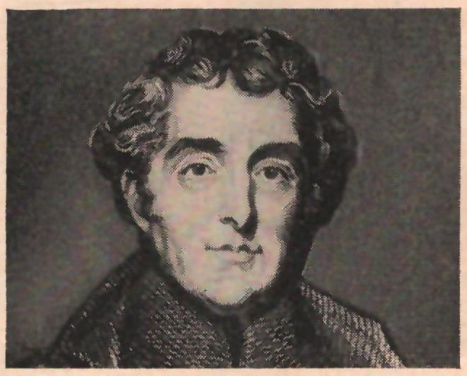
NO REHEATING
Heat-Sentinel keeps your coffee at the perfect serving temperature.

UNIVERSAL

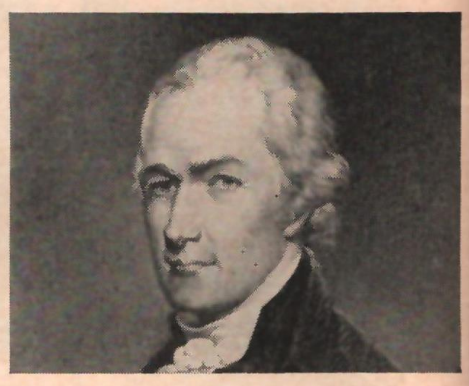
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

PHOTOQUIZ

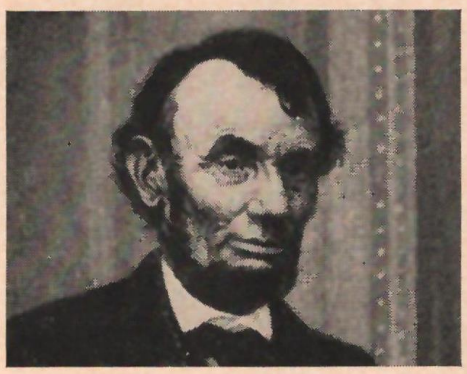
Using the list of clues, test your knowledge of historical pairs by identifying these people and matching those in 1-10 with those in 11-20. Score 10 for naming and matching each pair. A score of 60 is passing, 70 is fair, 80 is good, and 90 or above is excellent.



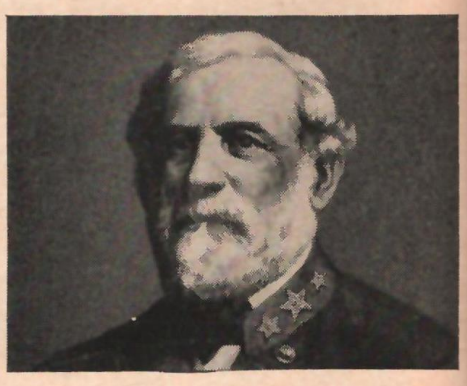
1



2



3



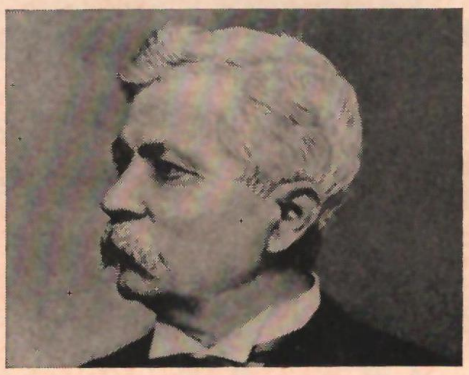
4

5

6

7

8



9

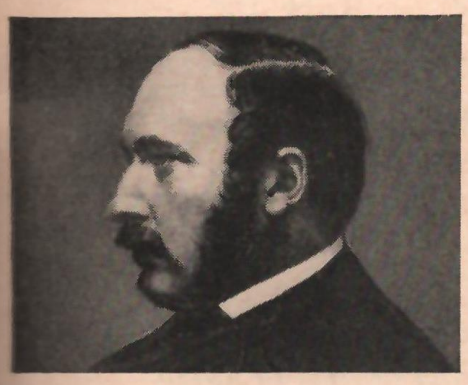
10

Photoquiz—Trade-Mark Reg. U. S. Pat. Off. and Canada.

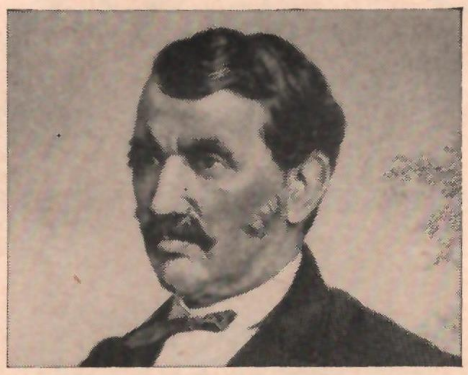
John Smith
Prince Albert
Henry Morton Stanley
Aaron Burr
Stephen A. Douglas
Robert E. Lee
David Livingstone
John Tyler

Meriwether Lewis
Charles II
Pocahontas
Nell Gwyn
William Henry Harrison
Dante
Ulysses S. Grant
Abraham Lincoln

Alexander Hamilton
Napoleon Bonaparte
Abélard
Queen Victoria
Duke of Wellington
Beatrice
William Clark
Héloïse



11

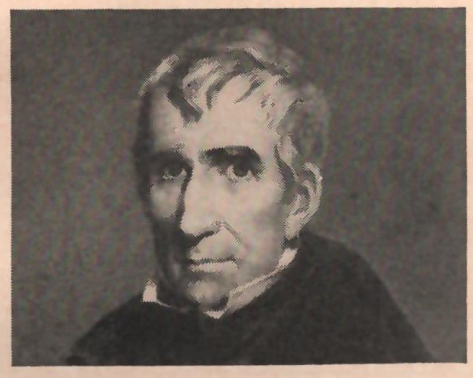


12

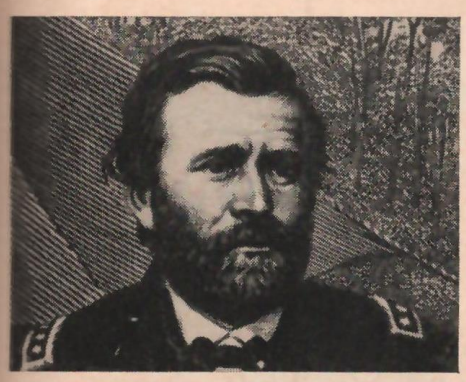
13

14

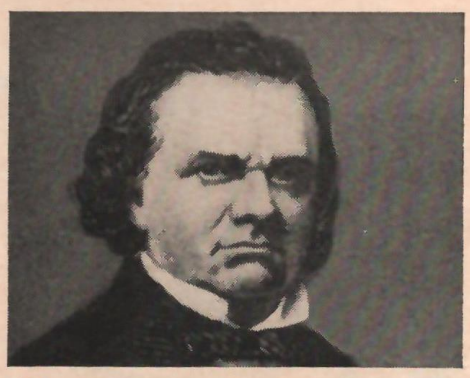
15



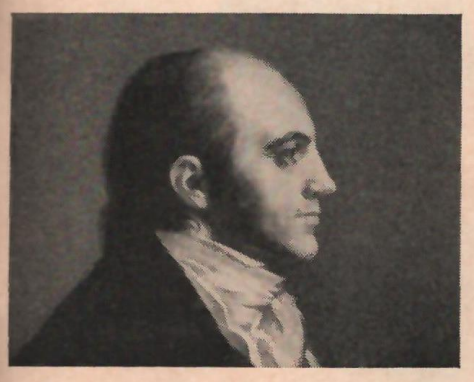
16



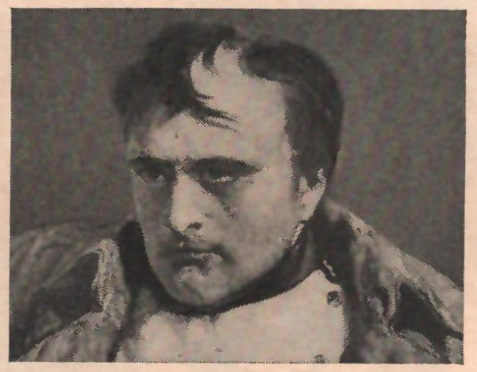
17



18



19



20

ANSWERS ON PAGE 161

Now!
SPRAY AWAY
SUNBURN PAIN
in seconds!

NO PAINFUL RUBBING!
INSTANT SOOTHING RELIEF!

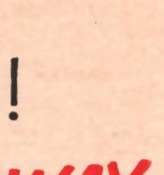
Here is a new, completely different kind of sunburn relief that *sprays on painlessly*, instantly cools, soothes sore flaming skin.

New Skol Burn Aid is actually "burn medicine." Its antiseptic action kills infection-causing bacteria on contact. It helps prevent blistering, lets your skin heal, return to normal faster.

This summer, take the "burn" out of sunburn with New Skol Burn Aid. Excellent for minor household burns, cuts and scratches.

GREASELESS **NON-STAINING**

TINY TV Salt & Pepper Set
Yours FREE ON 15-DAY OFFER



ACTION! On and off knob pops up salt & pepper set from "speaker". TV screen becomes charming frame for small photo.

See How Easily MIDWEST'S

GIFTS and GREETINGS

Pay You Up To $150 In Spare Time

This popular, new $1.25 gift seller is yours without a penny's cost by acting on our Introductory 15-Day Offer. We're making this generous offer to show you our easy, pleasant way to make extra money. You don't need any experience. All you need is the wonderful money-making Sample Kit we furnish.

Midwest Makes Money-Making Fun!

Your friends will enjoy looking over your lovely samples. By simply taking their orders for our big values in gorgeous, new Christmas Cards, novel Gifts, beautiful Costume Jewelry and Personalized Cards, and Stationery, you do them a big favor. For this you can make up to $150.00 quickly, because you keep as much as 50c to $1.25 for your big cash profit on every item you sell.

Offer Limited . . . HURRY!

Don't send a cent—just the coupon or postcard. With your TINY TV, you'll get 4 Assortments *on approval*, FREE Album of Personalized Samples, and full details on how you can make money right away. The $1.25 TINY TV Set is yours FREE on 15-Day Offer. So mail coupon today!

MIDWEST CARD COMPANY
1113 Washington Ave., Dept. 468-G, St. Louis 1, Mo.

CHURCH GROUPS & Organizations: Write or send coupon for our proven fund-raising plan.

MAIL NOW FOR GIFT AND SAMPLES!

MIDWEST CARD CO., Dept. 468-G
1113 Washington Ave., St. Louis 1, Mo.

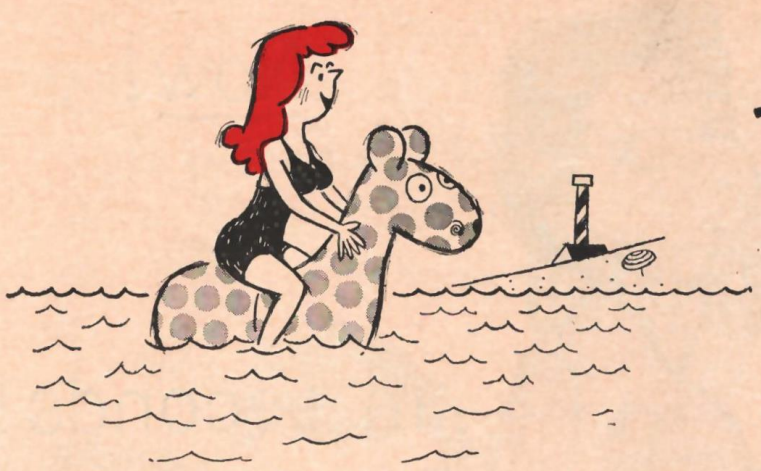
Please send the $1.25 TINY TV SALT & PEPPER SET on your 15-Day FREE Offer. Include your Sample Kit on approval with money-making details.

*Name*_____
*Address*_____
*City*_____ *Zone*___ *State*_____

This Offer is limited—one to a family.

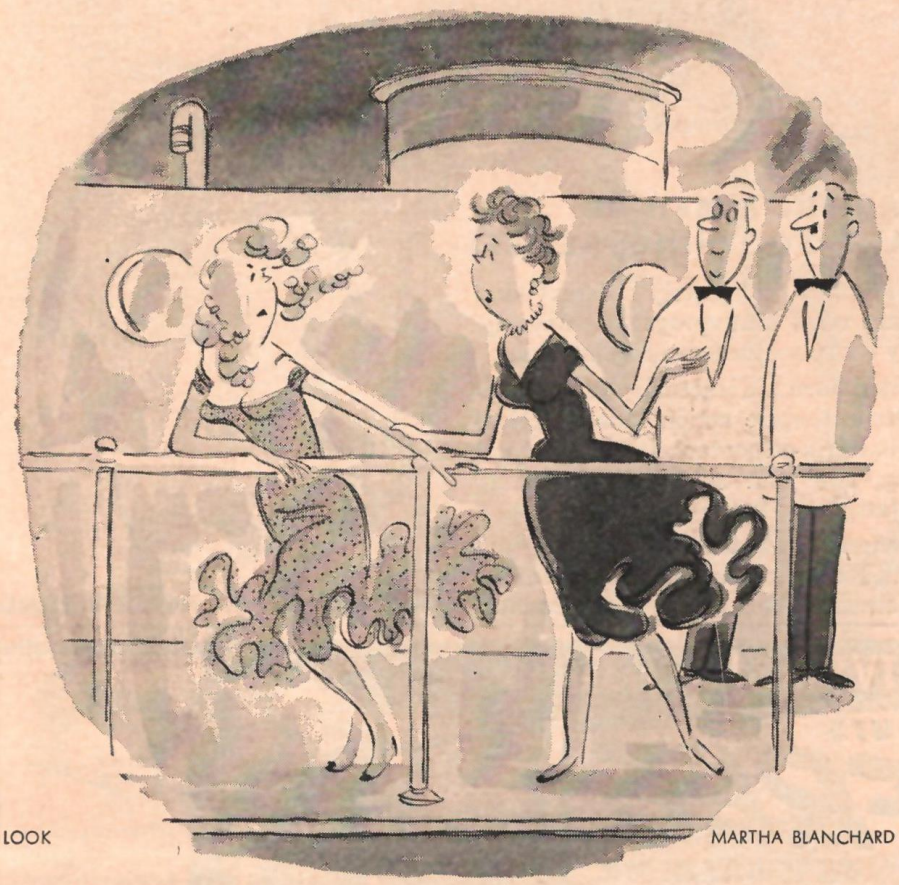
LOOK ON THE

Light Side



RALSTON JONES

EDITED BY GURNEY WILLIAMS



LOOK MARTHA BLANCHARD

"So they're college professors. That's better than nothing."

Hyah, Tutsuya!

Tutsuya Mihashi, native entertainer who imitates Elvis Presley, including gyrations and guitar, is the current rage of Japan.
News Item.

The wandering minstrel has
  wandered far
And swapped his samisen
  for a guitar.
Now quaint are the madrigals
  that he moans:
Don't be Cruel in
  quarter tones,
All Shook Up
  in Japanese,
You nothing but an honorable
  Houn' Dog, please!

From Fujiyama to Nagasaki,
Plum Blossom swoons in her
  sukiyaki
And sloe-eyed Pitti Sing
  flips her obi
To *Go, Man, Go!* from Kyoto
  to Kobe,
For it's SRO when Mihashi
  he croon
In the Teahouse of the
Elvis Moon.

ETHEL JACOBSON

Newspaper items I can't bring myself to finish

Starlet Andronica Marshall, having divorced her fourth husband, Albert Townsend, on grounds of mental cruelty, is now rumored. . . .

•

René, famous chef at the Royale, claims that people would find the carrot a much more stimulating vegetable if they. . . .

•

A mathematician has computed that the odds against any two given people having precisely the same number of hairs on their head are. . . .

•

Scientists now believe that in another two billion years. . . .

TRACY PERKINS

Hi-fi fo fum

I wish so
That calypso
Would collapso.

FRED HOUSTON

It takes a whole community

In a well-played Little League game, the Mustangs defeated the Turbojets 5-2 yesterday on shortstop Jimmy Clifton's three-run homer in the fifth inning.

The Summaries:

							R.	H.	E.
Mustangs	0	1	0	1	3	0	5	8	1
Turbojets	0	0	0	0	0	2	2	7	2

Credits:

Mustangs' sponsor: Elite Men's Shop. *Turbojets' sponsor:* Mac's Grille. *Public address system:* Courtesy, Eastville Electric Co. *Official scorecards and pencils:* Acme Stationery. *Uniforms:* Harry's Sport Shop. *Baseballs:* Donated by First National Bank. *Water cooler:* Frank Markas, Plumbing & Heating.

Roller for field: Eastville Hardware Co. *Base line marker:* Donated by Marceline's Beauty Shoppe. *Lime for marker:* Carrigan Supply Co. *Center field fence:* Gorman Lumber Co. *Umpire's whiskbroom:* Eureka General Store. *Outfield grass:* B. & J. Seed Co.

PARKE CUMMINGS

A curve is often the beginning of a triangle.

BERT ASTOR

The tighter the sweater, the greater a girl's circulation.

ANNA HERBERT

One thing a lot of us save for a rainy day is a car-wash the day before.

HAL CHADWICK

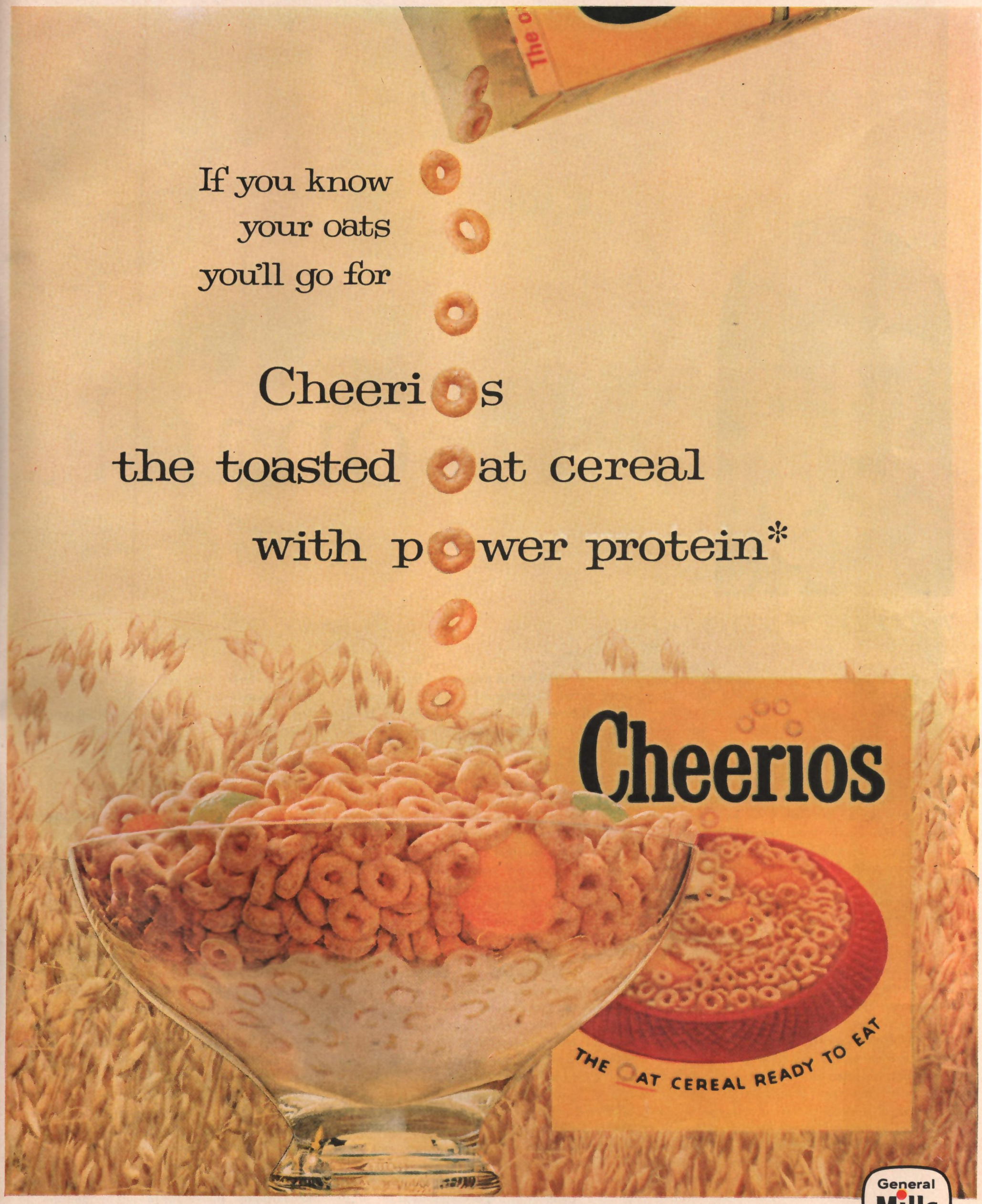
LOOK PHIL INTERLANDI

If you know
your oats
you'll go for

Cheerios

the toasted oat cereal

with power protein*



General Mills

in Canada, too!

*POWER PROTEIN: Your body, *every* body needs power protein. Youngsters need it to help *build* strong bodies, adults need it to help *maintain* body power—keep up to par. A Cheerios breakfast gives you this power protein.

Leonardo

THE TANTALIZING SMILE

WHO HAS NOT BEEN bewitched by the Leonardo smile, that enticing and elusive smile, "more divine than human," that seems to move before our eyes? For almost 500 years, men have tried to solve the riddle of that luminous, dreamlike smile —from Raphael, who imitated it, to Dr. Freud, who traced it back to Leonardo's memory of the mother he was forbidden to see after he was five. (Leonardo was illegitimate; when he was five, his father took him away from his mother and into the da Vinci household.)

Whose smile cast such a spell on Leonardo? Who was this tantalizing angel (opposite) from *The Madonna of the Rocks* which he painted 20 years before *Mona Lisa?*

In 1482, the 30-year-old Leonardo wrote a letter to Lodovico Sforza, Duke of Milan, recommending himself "with the utmost humility" as an architect, engineer, inventor, expert on irrigation, designer of military equipment and strategist of sieges, climaxing this astounding catalogue of talents with these words: "I can carry out sculpture in marble, bronze and clay, and also can do in painting whatever may be done as well as any other, be he who he may."

None of this was extravagant. Leonardo da Vinci was the most gifted man the human race has yet produced. His intelligence was enriched by insight and exceeded only by curiosity. He accompanied condemned criminals to their execution, to study the expressions on their faces, and dissected 30 cadavers, to perfect his knowledge of anatomy. He explored the laws of motion and light and magnetic waves. He designed portable bridges and artificial birds which flew through the air. He invented ingenious gears and deadly catapults, described tanks and submarines. He analyzed the flow of rivers and the structure of mountains. Before Copernicus, he wrote, "*Il sole non si move*" ("The sun does not move"), and before Galileo, "The earth is a star, like the moon. . . ." And, as if the gods had not blessed one man enough, he was so handsome that the art historian Vasari wrote, "His personal beauty could not be exaggerated, his every movement was grace itself."

Lodovico Sforza invited Leonardo to Milan and commissioned him to paint a portrait of Cecilia Gallerani, celebrated for her beauty, 17 years old—and Lodovico's mistress.

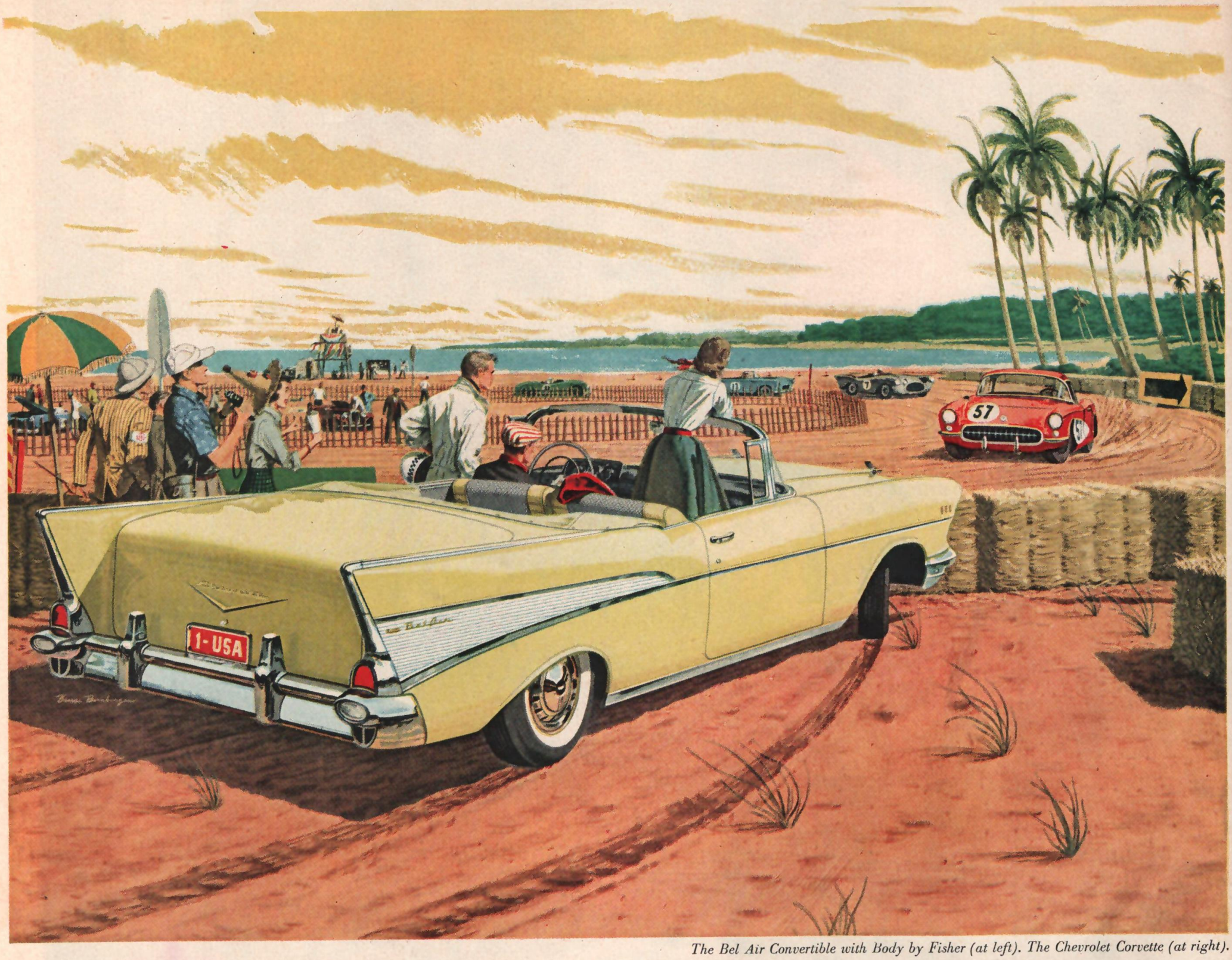
No one knows where Leonardo's portrait of Cecilia Gallerani is. Leonardo painted her again, it is said, as *The Lady with an Ermine.* Then he painted the magnificent *Madonna of the Rocks* (above) which today hangs in the Louvre. He seems to have loved this painting so much that he kept it for himself and painted another, which is now in London. In both masterpieces, the same alluring angel commands our attention with a sublime and seductive smile. Is she Cecilia Gallerani? Was Leonardo, as some imply, in love with her?

The evidence is as odd as the theory. Leonardo died in 1519, and among his effects was found a fragment of a letter addressed to "*Magnifica Cecilia*" and containing the phrase "my beloved goddess" ("*amantissima mia diva*"). But, unfortunately for those who spin romances, the letter is not in Leonardo's handwriting. Could he have dictated it? Possibly. Does this mean he loved the fair Cecilia? Not at all. Renaissance artists often found it politic to flatter their patron's courtesans. The overriding evidence is that da Vinci was never intimate with any woman; he surrounded himself with handsome young men and even chose apprentices for their beauty rather than their talent.

And the "Gioconda smile"? Ah . . . Painters before Leonardo outlined their figures, so that they stood away from the backgrounds in stiff, immobile poses. They did not know how to force viability from flat surfaces. It was Leonardo who invented what the Italians call *sfumato:* He deliberately omitted outlines, deliberately blurred and softened the corners of the eyes and mouth, blending light into shadow, teasing our eye to find where the one ends and the other begins.

One final fact: During the Renaissance, well-born maidens were carefully schooled in the components of charm. In one primer on the feminine graces, Agnolo Firenzuola advised the ladies: "From time to time, close the mouth at the right corner with a suave movement, and open it at the left, as if you were smiling secretly. . . ."

A thousand Giocondas smiled this way in the *palazzi* of Rome and Florence and Milan; only Leonardo had the genius to capture the transient and knowing delight which is its secret.



The Bel Air Convertible with Body by Fisher (at left). The Chevrolet Corvette (at right).

sweet

(just look!)

smooth

(ah, that Turboglide!)

sassy

(just drive it!)

This is the car that's fresher and friskier from its own special look to its new Ramjet fuel injection!

Those words—sweet, smooth and sassy—seem to fit this new Chevy right down to its tubeless tires. In the first place, it *looks* the part. It has a crisp, alert appearance—as trim and functional as an arrow. You can tell that the styling isn't just going along for the ride. It's right in keeping with Chevrolet's own special fresh and frisky ways.

And this is one car that looks as good close up as it does across the street. It's built the way you've come to expect a Chevrolet to be built. Everything in it fits beautifully—including you!

But a Chevy isn't just something that's nice to look at. Far from it. This beauty was meant for *driving*—and it *knows* it! Give a Chevrolet a gentle hint with your toe, and it responds with spunk and spirit and sureness!

You can pick your power from the widest choice of engines in Chevy's field—from the popular Chevy 6 up to V8's with revolutionary Ramjet fuel injection.* This Chevy advance does away with the carburetor . . . brings you instant responsiveness and more efficient use of fuel. It's the greatest forward step in engines since overhead valves!

When you put Chevrolet's new Turboglide* drive in the picture, you're really living! This, you know, is the first and only triple-turbine transmission.

Get your hands on the sweetest handling car of them all. It's as close by as your nearest Chevrolet dealer's. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

**Optional at extra cost.*

CHEVROLET

1 USA
'57 CHEVROLET

Start with a scoopful of ice cream or sherbet —your favorite flavor. Drop it into a tall glass.

Add chilled 7-Up. Tilt the glass and pour it gently down the side. (And wait'll you see what the fresh, clean taste of 7-Up does for ice cream. Yum!)

Wouldn't you like one right now? Better order some extra 7-Up so you'll have plenty for "Floats" *and* for just plain thirst-quenching!

Copyright 1957 by The Seven-Up Company

Get 'em together often this summer for a cool SEVEN-UP "FLOAT"!

See for yourself. A Lucky is the

best-tasting cigarette you ever smoked!

PERENNIAL FAVORITE. Millions of smokers agree on one thing: Luckies are the best-tasting cigarette under the sun. Only a Lucky gives you the unmistakable taste of fine tobacco . . . light, mild, naturally good-tasting tobacco that's **TOASTED** to taste even better. Have you tried a Lucky lately? Isn't it time you did?

LUCKIES TASTE BETTER

"IT'S TOASTED" TO TASTE BETTER...CLEANER, FRESHER, SMOOTHER!

© A. T. Co. *Product of The American Tobacco Company — Tobacco is our middle name*